

EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L17	0	(resource and (property or casino) and incentive and determin\$5 and valuat\$5).clm.	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:24

EAST Search History

Ref #	Hits	Search Query	Dbs	Default Operator	Plurals	Time Stamp
L1	70	(((((request\$3 or seek\$3) same ((commodities or goods or items or merchandise or products or resources or services)) same (valu\$3 or rat\$3 or rank\$3)) same receive\$3)) same incentive\$3	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:06
L2	74	((((request\$3 or seek\$3) same ((commodities or goods or items or merchandise or products or resources or services) same (valu\$3 or rat\$3 or rank\$3)) same receive\$3)) same profit	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:06
L4	9	gamb1\$5 near profit\$5	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:07
L5	68	gamb1\$5 near\$5 profit\$5	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:07
L6	2	(gamb1\$5 near profit\$5) with casino	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:08
L7	0	((gamb1\$5 near profit\$5) with casino) near10 (incentiv\$5 or accommodat\$5 or provid\$5)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:09
L8	0	((gamb1\$5 near profit\$5) with casino) near10 (incentiv\$5 or enticement or motivation or accommodat\$5 or provid\$5)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:09
L9	0	((gamb1\$5 near profit\$5) with casino) with (incentiv\$5 or enticement or motivation or accommodat\$5 or provid\$5)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:09
L10	0	((gamb1\$5 near profit\$5) with casino) same (incentiv\$5 or enticement or motivation or accommodat\$5 or provid\$5)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:09

EAST Search History

L11	1	((gamb)\$ near profit\$5) with casino) and (incentiv\$5 or enticement or motivation or accomodat\$5 or provid\$5)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:10
L12	1	((gamb)\$ near profit\$5) same casino) and (incentiv\$5 or enticement or motivation or accomodat\$5 or provid\$5)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:11
L13	6	((gamb)\$ near profit\$5) and casino) and (incentiv\$5 or enticement or motivation or accomodat\$5 or provid\$5)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:14
L14	317	(casino or gamb\$) near10 (perk or incentive)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:15
L15	260	(casino or gamb\$) near5 (perk or incentive)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:15
L16	24	(casino or gamb\$) near5 (perk or "incentive points")	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/11/02 16:16

? show files;ds

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Set	Items	Description
S1	768	(GAMBLING OR GAMBLER OR CASINO?) AND (INCENTIVE? ? OR FREE- () (ROOM? ? OR HOTEL? ? OR MEAL? ? OR TICKET? ? OR RIDE? ? OR - TAXI? ? OR SERVICE? ?) OR REBATE? ? OR COUPON? OR GIFT? ?) AND (LEVEL)(2N)(BET OR BID OR RISK OR PLAY)
S2	290	(GAMBLING OR GAMBLER OR CASINO?)(30N)(INCENTIVE? ? OR FREE- () (ROOM? ? OR HOTEL? ? OR MEAL? ? OR TICKET? ? OR RIDE? ? OR - TAXI? ? OR SERVICE? ?) OR REBATE? ? OR COUPON? OR GIFT? ?)(30-

Ginger R. DeMille

N)(LEVEL)(2N)(BET OR BID OR RISK OR PLAY)
S3 125 S2 NOT PY>2000
S4 107 RD (unique items)
? t4/3,k/all

4/3,k/1 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2006 The Gale Group. All rts. reserv.

01945769 Supplier Number: 25430002 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Destination Anywhere
(Harrah's Entertainment Inc uses cross-sell marketing and loyalty programs
to boost demand for its properties)
Direct, v 11, n 12, p 1+
September 15, 1999
DOCUMENT TYPE: Journal ISSN: 1046-4174 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1671

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...program, adding two levels of card membership: Total Platinum and Total Diamond. Qualification for each level is based on the average bet a cardholder makes as well as the number of hours played--no matter where or in how many casinos the gaming takes place.

At the initial Gold level, players are given points based on their play, which can be turned in for cash or comps. Cardholders also are given discounts on food and show tickets, in Harrah's-owned gift stores and for complete vacation packages.

Platinum-level members receive the incentives offered Gold members, as well as priority restaurant seating, check-in, 800-number contact service
...

4/3,k/2 (Item 2 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2006 The Gale Group. All rts. reserv.

01762019 Supplier Number: 24497582 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Look Again
(South Africa developing a Private Finance Initiative to bring more private sector involvement in infrastructure development; other African nations make efforts to bring in foreign investments)
Project Finance, n 189, p 38+
January 1999
DOCUMENT TYPE: Journal ISSN: 1462-0014 (United Kingdom)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1830

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...construction of build-operate-transfer maximum security prisons, the government is looking for a minimum level of 40% of empowerment equity from bidders.

Also, to reduce the possibility of a free ride, the empowerment groups involved must be able to show that they will play a commercially useful role in the project. There will also be penalties for non-compliance with these measures during the life of the project.

With the Midmar Casino bid, empowerment groups will end up with an

equity holding of 58%. However, "there are difficulties...

4/3,K/3 (Item 3 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2006 The Gale Group. All rts. reserv.

00623591 Supplier Number: 23174781 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Casino Gambling's New Deal
(Casino marketers are looking for new ways to differentiate themselves, as
legalized gambling becomes more widespread)
Brandweek, v XXXVI, n 15, p 21+
April 10, 1995
DOCUMENT TYPE: Journal ISSN: 1064-4318 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2042

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...members; 61,000 live within 200 miles of the Vicksburg property.
Prospects receive letters offering free meals and rides in such
attractions as the Dynamic Motion Theatre at HFS' Biloxi Boomtown Casino .
The company also advertises package Ramada Hotel/ casino deals in zoned
editions of USA Today with the headline: "When you come to play , it pays
to stay Ramada."

The goldrush hasn't hit some major areas of the country, yet, though
casino watchers think it's just a matter of time before everyone has a
"neighborhood casino..."

...proximity include Chicago and southern Florida.

"I don't think we are anywhere near saturation level ," said Roger Gros,
editor of Casino Player and Casino Journal and a former blackjack dealer...

4/3,K/4 (Item 1 from file: 11)
DIALOG(R)File 11:PsycINFO(R)
(c) 2006 Amer. Psychological Assn. All rts. reserv.

0002573839 1997-05604-006
Judgmental biases produced by instructions to disregard: The (paradoxical)
case of emotional information
AUTHOR: Edwards, Kari; Bryan, Tamara S.
AUTHOR AFFILIATION: Brown U--Dept of Psychology--Providence--RI--US
JOURNAL: Personality and Social Psychology Bulletin, Vol 23(8), 849-864,
Aug, 1997
PUBLISHER: Sage Publications--US

...ABSTRACT: to ignore such information can magnify its influence on
related judgments. Thus, for Ss exposed to emotionally charged
incriminating evidence, the impact of this evidence was enhanced by
instructions to disregard...

...nonemotional evidence. Findings extend research on thought suppression
and social judgment by suggesting that rebound effects may be more
pronounced when information is emotional in nature. They also bridge a
gap between the 2 literatures by suggesting that suppression-induced
hyperaccessibility of thoughts can lead to systematic biases not only
in the quantity of cognitive responding but also in the content of
judgments. (PsycINFO Database Record (c) 2006 APA, all rights reserved)

4/3,K/5 (Item 1 from file: 13)

DIALOG(R)File 13:BAMP

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00696978 Supplier Number: 25652817 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Avoiding customer one-night stands

(Firms need to segment their customers to determine how much longer that customer will stay loyal to them, what kind of services they should receive, and how much revenue each will contribute)

Article Author(s): Lowenstein, Michael

Customer Loyalty Today, v 7, n 4, p 8

April 2000

DOCUMENT TYPE: Newsletter ISSN: 1352-0415 (United Kingdom)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 947

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...run like a plush, yet high-tech, gaming factory.

Almost seven million customers per year play , but the real game at Rio is how they use data to keep, and attract...

...hosted guests'. These are the kinds of customers the Rio works hard to acquire. Their level of play accords them VIP status, with more 'comps' (free dinners, show passes, and other gifts).

Each hosted guest has an individual staff host assigned to check on them and provided...

...host is a highly paid, personal customer service representative. It's an important position, which casino operations like the Rio consider pivotal to their success. The hosts cultivate relationships with the players and VIP players are encouraged to call their hosts before arriving at the casino , so the host can have show tickets, restaurant reservations and suites set up as per the player's profile.

In an industry like gaming, where the level of customer migration is very high, it is imperative that casinos not only keep the...

4/3,K/6 (Item 2 from file: 13)

DIALOG(R)File 13:BAMP

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00618109 Supplier Number: 24663893 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Casino Fraud

(Functions such as casino marketing, food and beverage operations, hotel operations and accounting may be the best areas for internal auditors to fight fraud rather than at the gaming tables)

Article Author(s): Rudloff, Robert W

Internal Auditor, v LVI, n III, p 44-49

June 1999

DOCUMENT TYPE: Journal ISSN: 0020-5745 (United States)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2600

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...all had won the grand prize in the sweepstakes contest. The letters were prepared on casino letterhead and were "signed" by the company president.

The potential loss represented by the scare...
...could have fallen into a competitor's hands, who would have benefited greatly at our casino's expense.

Secondly, and perhaps most importantly, such scares cause customers to question the legitimacy and integrity of the casino. When the gamblers who received the bogus award letters learned that the fraud perpetrators had acquired their names because their entry forms had been discarded, they lost faith in the casino itself. Many decided that they had never actually been entered into the contest and that...

...and shredding entry tickets, could have saved the company significant embarrassment.

FRAUD IN THE FIELD

Casinos often employ a field sales force to persuade both new and established customers to visit their casino. Some sales force members are direct employees of the casino, but most are commissioned agents who are compensated based on the amount of casino play they generate. Often, they also have broad comping authority for their customers.

Again, the level of agent activity and the corresponding incentives make field agent fraud quite common. In one case, a casino executive was extorting payments from commissioned field representatives from South America. The executive opened U...

4/3,K/7 (Item 3 from file: 13)
DIALOG(R)File 13:BAMP
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00566444 Supplier Number: 24011867 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Gambling in Hong Kong: Part 2 of 2
(Study finds that Hong Kong's gambling industry could set a positive example for many developing countries' gambling industries)
Article Author(s): Choi, Hak
Journal of Travel Research, v XXXVI, n 2, p 23-28
Fall 1997
DOCUMENT TYPE: Journal ISSN: 0047-2875 (United States)
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 1616

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...that betting people possess a particular utility function, which is depicted in Figure 5.

The gambler's present wealth is w_0 , which is associated with the utility level of u_0 at P . If there is a game whereby the gambler's loss will result in a lower level of wealth w_1 , and the gain will result in a higher level of wealth w_h , then the corresponding utility is u_1 and u_h , respectively, and the average utility level is given by A , which is higher than P . The gambler will then participate in the game. This result is only possible if the utility curve...

...the range below L and above H , a rational person will not gamble.

Thus, a gambler must possess a convex utility function to have an incentive to bet. Furthermore, the magnitude of gain must be large enough, even though the chance of winning...

...is well tested and confirmed by many previous studies (Pryor 1976; Brunk 1981).

DEMAND FOR GAMBLING IN HONG KONG

By now, it should be clear that gambling is both a function...

4/3,K/8 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01560145 02-11134
Gambling in Hong Kong
Choi, Hak
Journal of Travel Research v36n2 PP: 23-28 Fall 1997
ISSN: 0047-2875 JRNL CODE: JTR
WORD COUNT: 2520

...TEXT: that betting people possess a particular utility function, which is depicted in Figure 5.

The gambler's present wealth is w_0 , which is associated with the utility level of U_0 at P . If there is a game whereby the gambler's loss will result in a lower level of wealth w_l , and the gain will result in a higher level of wealth w_h , then the corresponding utility is U_l and U_h , respectively, and the average utility level is given by A , which is higher than P . The gambler will then participate in the game. This result is only possible if the utility curve...

...the range below L and above H , a rational person will not gamble.

Thus, a gambler must possess a convex utility function to have an incentive to bet. Furthermore, the magnitude of gain must be large enough, even though the chance of winning...

...is well tested and confirmed by many previous studies (Pryor 1976; Brunk 1981).

DEMAND FOR GAMBLING IN HONG KONG (Formula Omitted)

(Formula Omitted)

This result indicates that all variables are very...

4/3,K/9 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01412960 00063947
Searching for a square deal in the Square Mile
Perkins, Stephen
People Management v3n7 PP: 47 Apr 3, 1997
ISSN: 1358-6297 JRNL CODE: PMT
WORD COUNT: 892

...TEXT: and to retain the people we want". He said his bank now operated a high level of risk control per product and avoided using "formula-driven bonuses on an individual basis" to discourage "gambling".

The investment bank follows a fourpoint checklist of key governance factors: capped incentive pay-outs to ensure windfall gains or losses do not unfairly affect individuals' rewards; a clear timetable of appropriate milestones for reviewing performance; senior level, third-party management oversight to ensure probity; and bonus pay-outs only after time-delayed...

4/3,K/10 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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00638289 92-53229
Hedging Their Bets
Bruzzese, Anita
Incentive v166n9 PP: 36-43 Sep 1992
ISSN: 1042-5195 JRNL CODE: IMK
WORD COUNT: 1492

...TEXT: player: what floor they like to stay on, favorite foods, the machines they like to play --all the things that make someone feel "appreciated" on return visit, Larsen says.

The databases also have redefined a return visit, Larsen says. incentive marketing for casinos in other ways. No longer do casinos simply slash room rates and throw big parties in an effort to attract business. The casinos now provide incentives according to how much the players are willing to gamble: The more money wagered, the bigger the incentive.

At the Tropicana Resort and Casino in Las Vegas, "Gold Card" members are top-level players who not only get special room rates and discounts on food and beverages, they...

4/3,K/11 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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08113634 Supplier Number: 65354120 (USE FORMAT 7 FOR FULLTEXT)
Customer contact management Suite Dreams.(The Rio, hotel and casino in Las Vegas, Nevada)(Brief Article)
LEVEY, RICHARD H.
Direct, v12, n12, p64
Sept 15, 2000
Language: English Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 647

... to a table with a \$1 million credit line at their fingertips.
Even at that level, however, heavy initial losses can discourage continued play. And a casino's hold increases dramatically the longer a guest stays at a game.
So, many hotels offer incentives like complimentary luxury suites, which are designed to keep these high rollers--known as "whales..."

4/3,K/12 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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07197909 Supplier Number: 61233565 (USE FORMAT 7 FOR FULLTEXT)
Comps: giving in order to receive.
Scheri, Sal
International Gaming and Wagering Business, v21, n3, p45
March, 2000
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 532

... about how to effectively offer comps without eroding profit

margins.

At the same time that casino operators are tweaking their comp systems and creating new marketing programs, they are educating their...

...not necessarily a bad thing) about how to get the most added value for their play. Remember when casinos thought it was taboo to tell a slot player how many points they needed for...

...churn through the slot to earn those points. This has raised the bar for all casino operators, compelling them to provide a more robust level of customer service.

The next generation

As technology continues to progress at a blinding pace (read: Internet), the next phase in this story has already been reached. Some casinos, such as the Mohegan Sun, allow players to redeem points for anything in the casino, including lodging, food, gift shop merchandise and entertainment. This is clearly the direction the industry is heading in, especially...

...for that purchase as well. This lends itself to capturing important information about customers and casinos shouldn't care where the revenue comes from, but should just award the points.

AS...

4/3,K/13 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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07197905 Supplier Number: 61233561 (USE FORMAT 7 FOR FULLTEXT)

Bingo on the Rebound.

CONNOR, MATT

International Gaming and Wagering Business, v21, n3, p39

March, 2000

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1805

... you commit to an entire evening or afternoon session," Mile pointed out. "With drop-in play you can come in and play for as little as one game. Or you can play for as long as you want. You don't have to commit to a great length of play."

Beyond the church hall

The fact that bingo is played in sessions that start and stop throughout the day is a key factor in its popularity among casino operators. Bingo players tend to kill time between bingo sessions by playing other casino games, dining at a property's restaurants or purchasing goods in a casino's retail establishments.

"If our bingo game broke even, on a very basic level, you'd have to say we contributed zero to a casino's bottom line," Carroll said. "But what you don't see reflected in that (number...) "

...bingo players every day and their worth to the slot floor or the pit or gift shop sales. You'd have to put a dollar value on each bingo player who

...

4/3,K/14 (Item 4 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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06774965 Supplier Number: 56950314 (USE FORMAT 7 FOR FULLTEXT)

PAY FOR PLAY.

Grochowski, John

International Gaming and Wagering Business, v20, n10, p1522

Oct, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1365

Casino managers are of two minds when it comes to creating new incentives for slot clubs...

...cash-back incentive, whereby the customer receives money on his club card for a certain level of play. This reward is especially popular among frequent casino patrons.

"Our focus for point redemption has shifted to cash and away from retail merchandise...

...put a sweatshirt in a slot machine. It works better for the customer and the casino when you offer cash."

Others, however, believe that player clubs must evolve beyond cash-back incentives to ensure long-term loyalty from local customers and to attract business from vacationing gamblers...

...to convince patrons that player cards have value beyond earning a few bucks while they play.

"Customers must enroll in our players club to be eligible for events, activities, parties, even...

4/3,K/15 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

06749236 Supplier Number: 56069744 (USE FORMAT 7 FOR FULLTEXT)
NJAA Parks Reflect Diversity.
Futrell, Jim
Amusement Business, v111, n38, p42
Sept 20, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 2178

... was a problem. We are down from last year." New this season was a three level soft play, two more kiddie rides and a Reverchon Crazy Mouse. "It was a big hit and...

...facility) in Atlantic City, so we have a captive audience. We do a lot of incentive for casino employees and their families.

"New Jersey is a tough state to operate in and the...

4/3,K/16 (Item 6 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

06742302 Supplier Number: 56014036 (USE FORMAT 7 FOR FULLTEXT)
Destination anywhere.(Harrah's Entertainment Inc's marketing strategy)
Levey, Richard H.
Direct, v11, n12, p1(4)
Sept 15, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1734

... program, adding two levels of card membership: Total Platinum and Total Diamond. Qualification for each level is based on the average bet a cardholder makes as well as the number of hours played - no matter where or in how many casinos the gaming takes place.

At the initial Gold level, players are given points based on their play, which can be turned in for cash or comps. Cardholders also are given discounts on food and show tickets, in Harrah's- owned gift stores and for complete vacation packages.

Platinum-level members receive the incentives offered Gold members, as well as priority restaurant seating, check-in, 800-number contact service...

4/3,K/17 (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

06667938 Supplier Number: 54610864 (USE FORMAT 7 FOR FULLTEXT)
MARKETING & ADVERTISING: FINE TUNING THE MESSAGE.
AMMENHEUSER, MAURA K.
International Gaming and Wagering Business, v20, n5, ps27(1)
May, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 2110

... them varies. And though computers now make it possible to collect virtually any information a casino could want, gaming companies don't necessarily make the most of it.

In addition, many...

...patrons, but do little to provide info on the thousands of non-members passing through casino doors every day.

For the most part, casino operators and technology providers are aware of these problems and are taking steps to alleviate...

...potential [of its database]," said Mike Musicaro, assistant general manager at the the Peppermill Hotel Casino in Reno, Nev. "They do the common things but you can take it to a whole new level."

Welcome to the club

For example, many properties are looking for ways to mine more...

...players and tempt the no-so-regular ones to visit more often. By giving the casino their name, address, telephone number, and other personal information, players allow the casino to mail them coupons, announcements of upcoming events, and other advertising, and provide an opportunity for telemarketing as well.

While in the casino, visitors insert their electronic club card into the slots or other game machines to accumulate points which are rewarded with bonuses on play, discounts on meals, rooms or retail, or for special promotions. The casino, in turn, can track the playing/spending habits of individual players.

The resulting database which...

4/3,K/18 (Item 8 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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05216309 Supplier Number: 47956823 (USE FORMAT 7 FOR FULLTEXT)
Harrah's Offers Casino Industry's First National Player Rewards Program
PR Newswire, p903CHW005
Sept 3, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 696

Harrah's Total Gold (U.S. patents pending) allows customers to earn points for slot play and redeem them for cash, merchandise, food, lodging

or show tickets at any of Harrah's casinos in 13 different markets across the country, including its Las Vegas flagship property, which is just completing a \$200 million renovation. It is the first and only program in the casino industry that rewards and recognizes casino customers on the level of a national brand -- coast to coast.

Reinforcing the cash back power of the program...

...feature that Harrah's chairman Phil Satre says, "puts Total Gold miles ahead of other casino frequent user programs."

The innovative program will be available to Harrah's 70,000 daily...
...Card members.

"Total Gold is the most important player loyalty tool to ever hit the casino industry," says Philip G. Satre. "It takes the mystery out of points and comps, and no matter which Harrah's casino they visit, customers can be instantly rewarded based on their play at any Harrah's location."

"This is a particularly valuable tool, given the growing number of Americans who have chosen casino gaming as one of their primary forms of personal recreation and who annually play in more than one casino market. With Total Gold, we are offering these players an incentive to make Harrah's their preferred casino in numerous markets."

Underpinning Harrah's Total Gold is a powerful database management system exclusive...

4/3,K/19 (Item 9 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

03585467 Supplier Number: 45044268 (USE FORMAT 7 FOR FULLTEXT)

ARGOSY COMPANY OPENS NEW BELLE OF SIOUX CITY CASINO

PR Newswire, pN/A

Oct 4, 1994

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 629

... 70% general partner and SCRC the 30% limited partner. Further, the Company would manage the casino operations for a fee of 4.5% of adjusted gross receipts under the terms of the partnership agreement.

The casino site is located on the Larsen Riverfront Park in downtown Sioux City, Iowa on the...

...from the surrounding suburbs located in both Nebraska and Iowa. The Belle of Sioux City casino, formally the Argosy V ship (original Par-A-Dice vessel), provides approximately 12,500 square...

...roulette tables providing a total of 791 gaming positions. The 34,000 square feet, three-level sternwheeler riverboat accommodates 1,200 passengers and crew. In addition to the riverboat casino, the facility also provides a ticketing area, free surface parking, valet parking, gift shop and a redemption center. Restaurant, bar and deli facilities are located on the third...

...adopt the revised Iowa gaming law. The revised law allows for the operation of riverboat casinos under significantly less restrictive conditions than previously allowed including cruise requirements, the removal of bet limits, loss limits and gaming to non-gaming square footage requirements. "Argosy Gaming Company and...

4/3,K/20 (Item 10 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

02786924 Supplier Number: 43739692 (USE FORMAT 7 FOR FULLTEXT)
CASINO DATA SYSTEMS
Going Public the IPO Reporter, v17, n13, pN/A
March 29, 1993
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 403

Las Vegas, NV 89103
(702) 386-9111

Casino Data Systems develops and markets the Oasis II on-line accounting and player tracking information systems to the casino industry. Player tracking allows casinos to compile information on customer preferences, play and casino activity, which allows them to provide incentives to individual players or groups, based on their level, frequency and time of play. The system also allows casinos to develop a database of players to more efficiently market their property. The company's casino accounting systems provide an instant or on-line accounting of revenues and net win to the casinos for all types of slot machines. In addition to performing the normal accounting functions, this

4/3,K/21 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2006 Dialog. All rts. reserv.

13106268 (USE FORMAT 7 OR 9 FOR FULLTEXT)
The Philadelphia Inquirer Gambling Column
Bill Ordine
KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (PHILADELPHIA INQUIRER - PENNSYLVANIA)
October 02, 2000
JOURNAL CODE: KPIN LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 669

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... government regulators, cruise ships are self-regulating. However, they have adopted rules and standards of play similar to those found on the Las Vegas Strip, and with corporate reputations at stake...

...WEEK:

Carnival offers a program called the Ocean Players Club, where gamblers can have their play evaluated. Depending on their level of play, passengers can receive vouchers in the mail that can be redeemed for cash on a...

... cruise. Some players earn free trips this way, just as high-rollers are treated to free rooms and meals in land-based casinos.

Bill Ordine's e-mail address is bordine@phillynews.com.

4/3,K/22 (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2006 Dialog. All rts. reserv.

11341072 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Answers for op shops and clubs
CANBERRA TIMES, CT ed, p23
June 05, 2000

JOURNAL CODE: WCTS LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1037

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... will be added to the price will depend on a variety of factors including the level of competition. Stamp duty will not be subject to GST.

QI OFTEN BET by taking a Lotto coupon or by betting on a horse or a dog. Can you tell me if either of these activities will change in any way with the GST? AFROM JULY 1 registered gambling operators will pay GST on their gambling supplies.

However instead of taxing each and every bet, wager or raffle, gambling operators will pay GST only on the margin between the amount bet and the amount paid out.

Gambling operators and businesses will calculate this only once over ...

4/3,K/23 (Item 3 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2006 Dialog. All rts. reserv.

10989915 (USE FORMAT 7 OR 9 FOR FULLTEXT)

NZC at odds over betting

SECTION TITLE: SPORT

MCCONNELL Lynn

EVENING POST, 3 ed, p28

May 09, 2000

JOURNAL CODE: WTEP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 421

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... figure sum".

He did not see that accepting the money from the proceeds of legal gambling, while instituting tough penalties for players involved with illegal bookmakers, was a double standard.

All New Zealand cricketers are bound by contract not to bet through the TAB on cricket matches they are involved in.

"The TAB contract with NZC, which is a one-year contract, has been discussed at board level recently," Doig said.

"The gambling is on a protected legal process. The nefarious elements that you have in other areas of the world are not involved.

"It is a more illicit form of gambling and not the same as here."

NZC chairman Sir John Anderson said up to \$US6 billion (\$NZ12 billion) was bet on cricket annually, much of it on the Indian sub-continent.

Doig did not agree...

... players, who gamble (on any sport) and who get into trouble, open to exposure to incentives to throw or fix matches.

"The TAB have a great deal of responsibility attached to them.

"If they feel that any New Zealand cricketer is at risk because of his gambling then we are to be advised.

"It is a healthy relationship, although we have looked...

4/3,K/24 (Item 4 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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10989141 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Legal cricket betting to continue in New Zealand

SECTION TITLE: SPORT

LONGLEY Geoff

CHRISTCHURCH PRESS , 2 ed, p36

May 10, 2000

JOURNAL CODE: WTCP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 293

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... TAB was "less than a six-figure sum". Cricket receives a significant percentage of monies bet on the game.

He did not think accepting the money from the proceeds of legal gambling, while instituting tough penalties for players involved with illegal bookmakers, was a double standard.

All New Zealand cricketers are bound by contract not to bet through the TAB on cricket matches they are involved in.

"The TAB contract with NZC, which is a one-year contract, has been discussed at board level recently," Doig said.

"The gambling is on a protected legal process. The nefarious elements that you have in other areas of the world are not involved.

"It is a more illicit form of gambling and not the same as here."

NZC chairman Sir John Anderson said up to \$US6 billion (\$NZ12.57 billion) was bet worldwide on cricket annually, much of it on the Indian sub-continent.

Doig did not...

... could leave players -- who gamble (on any sport) and who get into trouble -- open to incentives to throw or fix matches.

"The TAB have a great deal of responsibility attached to them. If they feel that any New Zealand cricketer is at risk because of his gambling then we are to be advised."

4/3,K/25 (Item 5 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2006 Dialog. All rts. reserv.

09860855 (USE FORMAT 7 OR 9 FOR FULLTEXT)

St. Louis, Mo., Former Casino Worker Wants to Change Law to Protect Jobs

Virginia Young

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (ST. LOUIS POST-DISPATCH - MISSOURI)

February 29, 2000

JOURNAL CODE: KSLP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1597

(USE FORMAT 7 OR 9 FOR FULLTEXT)

Her problems started when she clocked out.

Instead of heading to her split-level home in Pacific to sleep, she'd go to another casino to play the slots. Often, she'd stay until afternoon, leaving only when she hit her ATM's \$600 withdrawal limit.

A state regulation bars casino employees from gambling in the casino where they work. But all Farr had to do was walk through the pavilion that connects Players to a Harrah's casino.

Facing mounting bills, utility shutoffs and credit-card debt, Farr decided to permanently ban herself from Missouri casinos. On Feb. 14, she signed up for the state's List of Disassociated Persons. That means she could face trespassing charges if she enters any of the state's 10 casinos.

Farr says she paid an unfair price for seeking help: She lost her job.

"I...

...good reviews, I didn't steal from the company. I got fired for having a gambling addiction and wanting help."

Under state regulations, the company had no choice. Since Farr was barred from the casino floor, "the end result was she could no longer

work as a slot tech," says...

...assistant vice president for marketing.

Farr could have applied for lower-paying positions in the casino's gift shop or restaurant, but she declined.

Statewide, about 1,400 people have signed up to ban themselves from Missouri casinos. No statistics are available on how many people on the list have worked in the gambling industry. But research shows casino employees are more likely to have serious gambling problems than the general population.

Farr wants the state to change the self-banning program...

4/3,K/26 (Item 6 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2006 Dialog. All rts. reserv.

09480320 (USE FORMAT 7 OR 9 FOR FULLTEXT)

The Kansas City Star, Mo., Casino Column

Rick Alm

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (KANSAS CITY STAR - MISSOURI)

February 08, 2000

JOURNAL CODE: KKCS LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 794

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... of the ego massage they got from all those high-roller perks provided by the casino.

"The door swings both ways," Mary said. "I was not enticed by free hotel rooms and a free meal. I can afford to play at this level, and I expect that kind of treatment.

"I know it doesn't make sense to...

4/3,K/27 (Item 7 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2006 Dialog. All rts. reserv.

08803407 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Little River Casino Expansion Opens

PR NEWSWIRE

December 20, 1999

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 316

(USE FORMAT 7 OR 9 FOR FULLTEXT)

"We are very pleased to be able to expand the casino," said Bob Guenthardt, tribal manager for Little River Band of Ottawa Indians. "The expansion marks...

...and health care for our members and elders."

The \$5.2 million addition to the casino's west side adds 250 slot machines and eight table games. This increases the total...

... the wonderful turnout we've had here," said Tom Davis, general manager of Little River Casino. "I think the need for this expansion shows the level of service of the casino and the entertainment value that brings people back and keeps drawing new people in."

Besides the additional gaming space, the expansion provides another set of bathrooms for the casino, a service bar connected to the sports bar, and office space. Little River Casino has added 50 more employees to help serve the expanded casino.

Other special events will run throughout the week to celebrate the

opening. Tuesday, December 21 is Freebie Tuesday when there will be free gifts for Player's Club members who hit any hand-paid jackpot. Wednesday, December 22 is Super Senior Day and Double Point Day for Club members who play slot machines. The Santa Roll Craps shoot-off on Thursday, December 23 gives players a...

...win a total of \$1,000 in cash prizes.

/CONTACT: Sara Ellis of Little River Casino , 231-723-1535/ 13:45 EST

4/3,K/28 (Item 8 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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08416138 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Chartwell Announces Internal Corporate Reorganization

CANADA NEWSWIRE

November 26, 1999

JOURNAL CODE: WCNW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 498

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... customer service, programming and network specialists. The proximity of Gamingtech's new offices to existing Casino Casino licensees and to the potential market for new licensees is expected to achieve greater efficiency in customer services and will facilitate an increased level and rate of software sales. Gamingtech has obtained a business permit to conduct its CasinoCasino software licensing business and all necessary work permits for foreign personnel.

Chartwell has retained the right to utilize the Casino Casino source code or portions thereof in the development of software applications for sale or licensing in the entertainment, tournament, incentives and advertising markets. Chartwell's business is now focused on the development and marketing of "play for fun" applications for the existing 19 parlor games included in Casino Casino, the newly developed multi-player Bingo game and the development of new games and...

... it has developed over the past year. Chartwell's goal is to achieve a significant level of penetration in the huge Internet entertainment content and e-commerce markets. To that end...

4/3,K/29 (Item 9 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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04128723 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Gambling Expert Offers Best Tips For Travelers To Casinos

PR NEWSWIRE

January 26, 1999

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 487

(USE FORMAT 7 OR 9 FOR FULLTEXT)

"Determine what you can afford to risk and if you lose it -- stop gambling," he says. "Don't take out more money and never take a credit card cash..."

... clubs, suggests Bourie whose 460-page annual guide includes detailed listings on more than 600 casinos in 32 states.

"Think of these as frequent flyer programs for gamblers. There's no charge to join and you'll earn free food, rooms, shows, gifts, and even cash, based upon your level of play. However, if you're a nickel slot

player don't go up to \$1 slots...

...a free buffet. The idea is to get something for money you were going to risk anyway."

Bourie advises taking advantage of coupons and even has a section in his book offering over \$900 in coupon savings at more than 60 different casinos. "Always use them," he says. "Many casinos give out fun books that contain special offers for food, drinks, shows and even gambling bets."

"The best deals," says Bourie, "are gambling coupons that give you a bonus on a winning bet at the table games. They won't be for a lot of money, usually \$2...

... for \$5, but because they pay extra money on what is essentially an even-money bet, you actually have a huge mathematical edge over the casino and you should easily come out ahead."

Bourie's guide, which includes how-to-play stories on blackjack, craps, roulette and baccarat also has an extensive section on how slots...

... about 65% of its profits off electronic machines and that's what most people will play when they visit," he says.

His best advice for slot players is to avoid machines...

4/3,K/30 (Item 1 from file: 75)
DIALOG(R)File 75:TGG Management Contents(R)
(c) 2006 The Gale Group. All rts. reserv.

00224217 SUPPLIER NUMBER: 55343473 (USE FORMAT 7 FOR FULL TEXT)
Casino fraud.(prevention through internal audit)
Rudloff, Robert W.
Internal Auditor, 56, 3, 44(6)
June, 1999
ISSN: 0020-5745 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 3280 LINE COUNT: 00270

... all had won the grand prize in the sweepstakes contest. The letters were prepared on casino letterhead and were "signed" by the company president.

The potential loss represented by the scam...

...could have fallen into a competitor's hands, who would have benefited greatly at our casino's expense.

Secondly, and perhaps most importantly, such scams cause customers to question the legitimacy and integrity of the casino. When the gamblers who received the bogus award letters learned that the fraud perpetrators had acquired their names because their entry forms had been discarded, they lost faith in the casino itself. Many decided that they had never actually been entered into the contest and that...

...and shredding entry tickets, could have saved the company significant embarrassment.

FRAUD IN THE FIELD

Casinos often employ a field sales force to persuade both new and established customers to visit their casino. Some sales force members are direct employees of the casino, but most are commissioned agents who are compensated based on the amount of casino play they generate. Often, they also have broad comping authority for their customers.

Again, the level of agent activity and the corresponding incentives make field agent fraud quite common. In one case, a casino executive was extorting payments from commissioned field representatives from South America. The executive opened U...

4/3,K/31 (Item 1 from file: 147)
DIALOG(R)File 147:The Kansas City Star

(c) 2003 Kansas City Star. All rts. reserv.

00628689 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Casinos' latest giveaway ploy is free money

RICK ALM ; Staff Writer

Kansas City Star, METROPOLITAN ED, P B1

Saturday, June 07, 1997

DOCUMENT TYPE: NEWSPAPER LANGUAGE: English RECORD TYPE: FULLTEXT

SECTION HEADING: BUSINESS

Word Count: 1044

(USE FORMAT 7 OR 9 FOR FULLTEXT)

...rule it out in the future. "The market is subject to change."

Meanwhile all five casinos continue to give away plenty of other cash through their players' clubs.

The memberships, available for the asking, award points to players commensurate with their level of their play at table games, slots and other electronic gambling devices.

At Sam's Town for instance, \$1,000 worth of "coin in" earns \$5 cash back plus \$2.50 in "comps" - credit toward casino food or gift shop items.

There's a trade-off

In exchange - and most players don't understand this - their gambling is closely tracked by computers that record their betting habits and favorite games. That data...

4/3,K/32 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2006 The Gale Group. All rts. reserv.

07663415 SUPPLIER NUMBER: 16015457 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Hotelier skeptical about benefits of expanding island gaming. (Caribbean)

Blum, Ernest

Travel Weekly, v54, n2, p70(1)

Jan 9, 1995

ISSN: 0041-2082

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 870

LINE COUNT: 00068

... majority of [Caribbean] tourists have never made their vacation decision based on the availability of casino gaming," he said.

Andrews said that fewer North Americans would be attracted to the Caribbean...

...at home.

"The way things are heading, no one will have to leave home to bet on his favorite table games or slots," he said.

Moreover, he contended, the once-promising market for island casinos represented by cruise passengers has dried up with the expansion of onboard nightclubs and casinos.

Compared with the number of cruise passengers who once bought nightclub-casino packages in Puerto Rico, he said, "this market from cruise ships is now nonexistent."

As...

...cash" that some governments in the region are targeting.

However, he added, the region's casinos have a role as part of the incentives package that governments can use to attract new hotel investments.

Viewed as an additional amenity, along with golf, tennis, spas and

convention facilities, casinos can add to a resort's recreational offerings, Andrews said, particularly in the after-dinner hours, when gaming is concentrated.

The "relatively modest" level of casino profits in Caribbean casinos, he said, also could help large, new resort hotels carry their debt service.

To help...

4/3,K/33 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2006 The Gale Group. All rts. reserv.

04548747 SUPPLIER NUMBER: 08413960 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Carnival's Crystal Palace Resort & Casino offers South Florida business special 'overnight sensation' package. (Nassau)
PR Newswire, 0507FL004
May 7, 1990
LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 474 LINE COUNT: 00039

... of Carnival's Crystal Palace Resort & Casino's special "Overnight Sensation" will receive \$25 in casino match play chips, one (1) free admission to the resort's two-level Fanta-Z disco (valid daily except Saturdays and holidays), chaise lounges and towels at poolside...

...an \$8 discount off the Palace Theater ticket price and a buffet dinner and breakfast coupon for the Seaside Buffet.

There is a \$50 per person rate for each additional night...

4/3,K/34 (Item 1 from file: 160)
DIALOG(R)File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

02495314
GNLV Finance - GNLV Results of Operations
S1 SEC Registration September 1, 1989 p. N/A

...hotel occupancy also resulted in a \$1,822,000 (7%) increase in food, beverage and gift shop revenues.

The 1988 increase in casino -hotel operating expenses reflects increases in payroll, gaming taxes and other operating expenses as offset by decreases in cost of sales and promotional expenses. While food, beverage and gift shop revenues increased \$1,822,000, the related cost of sales actually declined \$397,000 (3%) during 1988. A \$5,081,000 (28%) increase in the level of credit play during the fourth quarter of 1988 accounted for the increase in the provision for bad...

4/3,K/35 (Item 1 from file: 267)
DIALOG(R)File 267:Finance & Banking Newsletters
(c) 2006 Dialog. All rts. reserv.

04544883
Review of the Year - African Infrastructure, Look again
Project Finance
January 10, 1999 PAGE: 38, 040 DOCUMENT TYPE: NEWSLETTER
PUBLISHER: EUROMONEY ELECTRONIC PUBLICATIONS
LANGUAGE: ENGLISH WORD COUNT: 2095 RECORD TYPE: FULLTEXT

(c) EUROMONEY ELECTRONIC PUBLICATIONS All Rts. Reserv.

TEXT:
...construction of build-operate-transfer maximum

security prisons, the government is looking for a minimum level of 40% of empowerment equity from bidders.

Also, to reduce the possibility of a free ride, the empowerment groups involved must be able to show that they will play a commercially useful role in the project. There will also be penalties for non-compliance with these measures during the life of the project.

With the Midmar Casino bid, empowerment groups will end up with an equity holding of 58%. However, "there are difficulties...

4/3,K/36 (Item 1 from file: 281)
DIALOG(R)File 281:ONTAP(R) Gale Group MARS(R)
(c) 1999 The Gale Group. All rts. reserv.

00613428
WORTH WAITING FOR

Travel Agent December 7, 1992 v. 0 no. 0 p. CB20
ISSN: 1053-9360
FULL TEXT AVAILABLE IN FORMAT 9 WORD COUNT: 653

... one pro and three amateurs. The entry fee is \$1,200 per team, which covers gift package, practice round, three cocktail parties, tournament fees and gala awards banquet. Special tournament room...

... percent. For more information, call the hotel directly at 809-352-9661, extension 4250.

Princess Casino

When tee time is over, golfers can enjoy evenings at the Princess Casino, a Moorish-style building featuring roulette, Big Six, craps, blackjack, mini-baccarat, slot machines and...

... as meals, show tickets and invitations to special events and parties, depending on their recorded level of play.

The casino also has a nightclub with a Las Vegas-style revue performed twice-nightly, except Mondays.

The 965-room Bahamas Princess Resort and Casino offers accommodations in the Princess Tower or the Princess Country Club, plus a variety of...

... lounges. In addition to golf, recreational facilities include 12 tennis courts (six lit for night play), swimming in two freshwater pools, a nearby private beach club, and a variety of watersports...

4/3,K/37 (Item 1 from file: 324)
DIALOG(R)File 324:German Patents Fulltext
(c) 2006 Univentio. All rts. reserv.

0003608532 **Image available**
Procedure for the operation of a muenzbetaetigten maintenance implement
Verfahren zum Betreiben eines munzbetatigten Unterhaltungsgerates

Patent Applicant/Assignee:

NSM AG, 55411 Bingen, DE

Inventor(s):

Rock Heidrum, 55413 Weiler, DE

Wirges Hans-Werner, 55218 Ingelheim, DE

Doderer Klaus, 53919 Weilerswist, DE

Werner Lothar, 04451 Borsdorf, DE

Ochs Gerhard, 55411 Bingen, DE

Saala Dieter, 55218 Ingelheim, DE

Niederlein Horst, 55411 Bingen, DE

Patent and Priority Information (Country, Number, Date):

Patent: DE 19836918 C1 20000224
Application: DE 19836918 19980813
Priority Application: DE 19829794 19980703; DE 19836918 19980813 (DE 19829794; DE 19836918)
Publication Language: German
Fulltext Word Count (English): 3893
Fulltext Word Count (German) : 3038
Fulltext Word Count (Both) : 6931

Fulltext Availability:
Description (English machine translation)

Description (English machine translation)

... Boni or
special plays is released. For instance if a Jackpot up to its
highest level, e.g. 999 points, is filled up, the release of the
Jackpots is affected and...

...in that symbol-play installation or auxiliary profit the indicated
special plays are given to play installation.
Depending upon kind of the play result notice the appropriate
results are incremented and/or decremented.

It is task of the...

...operation of a muenzbetaetigten maintenance implement of the kind
initially specified with which by new play characteristics the
expiration of play with larger play -and incentive for profit
out-arranged and which is increased maintenance value for the gambler .
According to invention the task is solved by the fact that
divided into several sections and grope the play result notice of
several characters-or computer controlled at least one section is
selectable, whose indicated play result with the occurrence of a
certain play event in the symbols play installation and/or auxiliary
profit-play installation one out-plays or one gives. The play...

4/3,K/38 (Item 2 from file: 324)
DIALOG(R)File 324:German Patents Fulltext
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0003524712 **Image available**
Procedure for the operation of money-operated, computer controlled
maintenance equipment
Verfahren zum Betreiben eines geldbetatigten, rechnergesteuerten
Unterhaltungsgerates

Patent Applicant/Assignee:

NSM AG, 55411 Bingen, DE

Inventor(s):

Niederlein Horst, 55411 Bingen, DE

Heinen Horst, 55442 Stromberg, DE

Ochs Gerhard, 63741 Aschaffenburg, DE

Patent and Priority Information (Country, Number, Date):

Patent: DE 4440524 C2 19990520

Application: DE 4440524 19941112

Priority Application: DE 4440524 19941112 (DE 4440524)

Publication Language: German

Fulltext Word Count (English): 2446

Fulltext Word Count (German) : 1982

Fulltext Word Count (Both) : 4428

Fulltext Availability:
Description (English machine translation)

Description (English machine translation)

... from illuminable indication areas is affected and that the Nebenleiter as a function of appearing play events described in that symbol- play installation or in risk - play installation around one or more levels filled up and into the Nebenleiter achieved indication area with the occurrence of play events described in that symbol-a play installation is released.

By this measure the play happening became by far more variedly, since to the gambler in the Jackpot additionally to the chance of the heightening the possibility is ordered to...

...a Nebenleiter in which it further chances of profit is opened. The tension of the gambler is constantly increased by the events appearing thereby in connection with the Jackpot, whereby also the incentive is increased to the play . Beyond that a larger range of variation of the profit possibilities as a result of the measure according to invention, which promotes the maintenance value for the gambler , arises. Each time with the assumption of the event from that risk - play installation into the Nebenleiter is high-switched these around at least one level , which for the gambler is in as much interesting as it apart from the possibility of the replenishment of the Nebenleiter over the symbol- play installation now a further filling up possibility of the Nebenleiter over the risk-play installation...

4/3,K/39 (Item 3 from file: 324)
DIALOG(R)File 324:German Patents Fulltext
(c) 2006 Univentio. All rts. reserv.

0003466959 **Image available**

Procedure for the operation of an money-operated maintenance implement
Verfahren zum Betreiben eines geldbetatigten Unterhaltungsgerates

Patent Applicant/Assignee:

NSM AG, 55411 Bingen, DE

Inventor(s):

Kuhl Thomas, Dr., 55442 Daxweiler, DE

Patent and Priority Information (Country, Number, Date):

Patent: DE 4343349 C2 19981203

Application: DE 4343349 19931218

Priority Application: DE 4343349 19931218 (DE 4343349)

Publication Language: German

Fulltext Word Count (English): 3395

Fulltext Word Count (German) : 2745

Fulltext Word Count (Both) : 6140

Fulltext Availability:

Description (English machine translation)

Description (English machine translation)

... achieving an auxiliary symbol an auxiliary profit field is more highly switched around a profit level and a further auxiliary course of the certain rotating body begins.

In order to arrange the play more varied, auxiliary profit - play installations well-known, those than risk -is play installations, which make it for the gambler possible to increase with risk of a loss or the further profit already obtained or as Ausspieleinrichtungen, which it for the gambler possible make, without increasing or degrade danger of a complete loss the profit already obtained, to be trained can. One than Jackpot serving light border represents a further incentive for play with additional profit possibility, which is formed from various profit notice elements. With obtaining a certain profit in that element illuminates

symbol- play installation becomes a certain profit notice -, which carries a symbol referred to the obtained profit...

4/3,K/40 (Item 4 from file: 324)

DIALOG(R)File 324:German Patents Fulltext
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0003407933 **Image available**

Procedure for the enterprise of money-operated maintenance equipment
Verfahren zum Betrieb eines geldbetätigten Unterhaltungsgerätes

Patent Applicant/Assignee:

NSM AG, 55411 Bingen, DE

Inventor(s):

Niederlein Horst, 55411 Bingen, DE

Patent and Priority Information (Country, Number, Date):

Patent: DE 4440522 C2 19980205

Application: DE 4440522 19941112

Priority Application: DE 4440522 19941112 (DE 4440522)

Publication Language: German

Fulltext Word Count (English): 2585

Fulltext Word Count (German) : 2074

Fulltext Word Count (Both) : 4659

Fulltext Availability:

Description (English machine translation)

Description (English machine translation)

... well-known.

The Jackpot is filled up or released as a function of the symbols play installation either. Here is affected as a function of conditions described of a Jackpot-scrutineer...

...from

the heightening a release of the Jackpot-play arrangement causes.

By this measure the play happening became by far more varied at the same time to preserve there to the gambler in the Jackpot- play arrangement additionally to the chance of the heightening the possibility is ordered, with the occurrence of a certain heightening event in that symbol- play installation a heightening and a release of the Jackpot play arrangement i.e., if the gambler achieved the display element described and afterwards in that symbol- play installation the certain heightening event obtains, then the next higher display element is activated and this the attached profit given. By with it in connection with the Jackpot- play arrangement of appearing events is constantly increased the tension of the gambler, whereby also the incentive is increased to the play. Beyond that a larger range of variation of the profit possibilities as a result of the measure according to invention, which promotes the maintenance value for the gambler, arises. After a favourable arrangement of the invention the display element for each play is key-controlled described. Thus the gambler preserves the possibility of determining even which display element of the Jackpot- play arrangement the described to be is. Alternatively it is preferentially envisaged that the display element...

...the

symbols play installation-play arrangement around several levels under simultaneous release of the achieved level. Thereby the gambler can obtain a substantially higher profit in the Jackpot-play installation.

After...

4/3,K/41 (Item 5 from file: 324)
DIALOG(R)File 324:German Patents Fulltext
(c) 2006 Univentio. All rts. reserv.

0003356204 **Image available**
Money-operated maintenance implement
Geldbetatigtes Unterhaltungsgerat

Patent Applicant/Assignee:

NSM AG, 55411 Bingen, DE

Inventor(s):

Kuhl Thomas, Dr., 55442 Daxweiler, DE

Niederlein Horst, 55411 Bingen, DE

Patent and Priority Information (Country, Number, Date):

Patent: DE 19620229 A1 19971016

Application: DE 19620229 19960520

Priority Application: DE 19614207 19960410; DE 19620229 19960520 (DE
19614207; DE 19620229)

Publication Language: German

Fulltext Word Count (English): 6427

Fulltext Word Count (German) : 5005

Fulltext Word Count (Both) : 11432

Fulltext Availability:

Description (English machine translation)

Description (English machine translation)

... or losses into the collector that
genuine money-Fuelljackpot-installation cumulated. Only if a
certain level is achieved in at least one the collector, the
possibility of the auxiliary realization of...

...with amounts of value or
objects of value fill upable.

In order to increase the incentive for play for the
gambler, the highest in each case profit value on one can be
transferred the rotating body that symbol- play installation profit
or partial profit combination as amount of value or by Ummuenzung as
objects...

...in that or the collectors.

In further training of the invention those is auxiliary
profit- play installation a risk play installation and/or a
Auspielleinrichtung. After a further arrangement of the
invention thought the respective...

...Fuelljackpot-installation, whereby the expense of
the objects of value can be affected with any level. In contrast
to it the disbursement of the amounts of value and/or objects of value
collected in the collectors can be affected after achieving the
maximally attainable level that genuine money-Fuelljackpot
installation totally or partly up to an amount of total profit
described per play.

In order to arrange the play happening still more
interesting, it can be envisaged in further training of the invention
that within a play series from the collectors genuine money
Fuelljackpot-installation spent amounts of value to that and/or
objects of value for at least a further play series does not remain.
Thus the possibility is ordered to the gambler, if it
further-tapes the maintenance implement that it can develop genuine
money-Fuelljackpot-on the momentary level of the collectors that
installation. If a gambler for any reasons must terminate its
play or its play series prematurely, then the same possibility is put

to the following gambler at the disposal. This establishes a special additional incentive for play for it.

In constructional training of the invention several arrangement variants of the collectors that...

4/3,K/42 (Item 6 from file: 324)

DIALOG(R)File 324:German Patents Fulltext
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0003350685 **Image available**

Muenzbetaetigtes maintenance implement
Munzbetätigtes Unterhaltungsgerät

Patent Applicant/Assignee:

NSM AG, 55411 Bingen, DE

Inventor(s):

Machwirth Harald, 55595 Wallhausen, DE

Patent and Priority Information (Country, Number, Date):

Patent: DE 19613592 A1 19970904

Application: DE 19613592 19960404

Priority Application: DE 19607564 19960229; DE 19613592 19960404 (DE
19607564; DE 19613592)

Publication Language: German

Fulltext Word Count (English): 4146

Fulltext Word Count (German) : 3218

Fulltext Word Count (Both) : 7364

Fulltext Availability:

Description (English machine translation)

Description (English machine translation)

... or points-indicator plant to be trained,
which is released when achieving a certain highest level described at
profit values and/or points, i.e. it is given an auxiliary profit, for
example in the form of special plays. The chance, a release of
the Jackpot- play installation to achieve, is relatively small, there
often the way up to achieving the Jackpot- play installation of
releasing play event is very large.

It is therefore task of the available invention to
establish a muenzbetaetigtes maintenance implement of the kind
initially specified for the gambler the chance on release of the
Jackpots of the jackpot- play installation increased, whereby the
expiration of play with larger play -and incentive for profit is
out-arranged and the maintenance value for the gambler is increased.

This task is solved according to invention by the fact
that-the Jackpot- play installation computer controlled described
or coincidence-steered obtained with a certain number of profit values
(points) filled up and these around in the Ausspieleinrichtung or in
the symbol play installation obtained number of profit values (points)
is decremented or incremented, and-the Jackpot-play...

4/3,K/43 (Item 7 from file: 324)

DIALOG(R)File 324:German Patents Fulltext
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0003345101 **Image available**

Muenzbetaetigtes maintenance implement
Munzbetätigtes Unterhaltungsgerät

Patent Applicant/Assignee:

NSM AG, 55411 Bingen, DE

Inventor(s):

Niederlein Horst, 55411 Bingen, DE

Ochs Gerhard, 63741 Aschaffenburg, DE

Patent and Priority Information (Country, Number, Date):

Patent: DE 19611352 A1 19970807

Application: DE 19611352 19960322

Priority Application: DE 19603994 19960205; DE 19611352 19960322 (DE 19603994; DE 19611352)

Publication Language: German

Fulltext Word Count (English): 5403

Fulltext Word Count (German) : 4250

Fulltext Word Count (Both) : 9653

Fulltext Availability:

Description (English machine translation)

Description (English machine translation)

... A1

is well-known an money-operated maintenance implement, with which the indication areas that risk-play installation several illuminable memory lamps is not attached, whereby the memory lamps in the...

...effect.

The invention is the basis the task to arrange and offer thus to the gambler a large maintenance and thus a larger incentive to the play with a maintenance implement of the kind initially specified the expiration of the play happening during the risk play more interesting, as additional profit possibilities are put to the gambler at the disposal, which he can affect if necessary.

This task is solved according to invention by the fact that everyone of the indication areas that risk-play installation at least an illuminable memory lamp is attached. The memory lamps are in the risk play with an achieved level and/or a next higher, did not achieve level in pre...

...lit memory lamps is

evaluatable after profit plan described or a coincidence-steered.

For the gambler here a special incentive is established during the risk play, because a sequence of lit memory lamps is established, on which an attainable profit is dependent. The gambler can observe the structure of the illuminated memory lamp sequence visually at the same time...

...of the invention is solved by the

fact that each of the indication areas that risk-play installation at least an illuminable memory lamp is attached, and that through the number of...

...terminate the play for any reasons,

however not yet all memory lamps are during its risk play lit, which represented play results from the memory lamps into the additional indicator installation designed as Jackpot transfer can, in order it if necessary to out-pass on, so that at least its play time, which it spent at the maintenance implement, not in vain was. Thus the play happening is arranged still more varied, since the gambler in the

risk play preserves the possibility of the achievement of a bonus in the Jackpot. The tension of the gambler is constantly increased by the events appearing in connection with the risk play, whereby also

the incentive is increased to the play. Beyond that a larger range of variation of the chances of profit as a result of the measures according to invention, which promote the maintenance value for the gambler, arises.

In order to arrange still more varied the play variants,
are one of the columns than main notice level and the remaining in
each...

...of memory lamps, of a
number of memory lamps in each case than additional indicator level
for the risk play installation envisaged. If is attached to each
indication area, i.e. each level of the risk heads of the risk play
installation a set of for example three...

4/3,K/44 (Item 8 from file: 324)
DIALOG(R)File 324:German Patents Fulltext
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0003339839 **Image available**
Muenzbetaetigter maintenance automat
Munzbetätigter Unterhaltungsautomat
Patent Applicant/Assignee:
adp Gauselmann GmbH, 32339 Espelkamp, DE
Patent and Priority Information (Country, Number, Date):
Patent: DE 19701096 A1 19970724
Application: DE 19701096 19970115
Priority Application: DE 19601838 19960119; DE 19701096 19970115 (DE
19601838; DE 19701096)
Publication Language: German
Fulltext Word Count (English): 2837
Fulltext Word Count (German) : 2391
Fulltext Word Count (Both) : 5228

Fulltext Availability:
Description (English machine translation)

Description (English machine translation)
... automat, the genericforming kind to out-arrange going by further that
an increased incentive for play can be offered to the user of the
maintenance automat.

This task is solved according...

...arrangements of the invention are
entnehmbar the unteranspruechen.

From the use of an observable, the level recognizing,
Jackpots a large and varied tension results to the existing incentive
for play, since the gambler has now directly the present profit
proverbially before eyes. Beyond that the accrement of the
Jackpots is continuously visible by the gambler.

After a further favourable arrangement of the invention
this can be filled up again to a minimum supply level responding for
the gambler by the landlord and/or the supervision after release of
the Jackpots. The supervision avails...

4/3,K/45 (Item 9 from file: 324)
DIALOG(R)File 324:German Patents Fulltext
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0003338166 **Image available**
Muenzbetaetigtes maintenance implement
Munzbetätigtes Unterhaltungsgerät
Patent Applicant/Assignee:
adp Gauselmann GmbH, 32339 Espelkamp, DE
Patent and Priority Information (Country, Number, Date):

Patent: DE 19601837 A1 19970724
Application: DE 19601837 19960119
Priority Application: DE 19601837 19960119 (DE 19601837)
Publication Language: German
Fulltext Word Count (English): 1597
Fulltext Word Count (German) : 1232
Fulltext Word Count (Both) : 2829

Fulltext Availability:
Description (English machine translation)

Description (English machine translation)
... lighting of the indication area at least the next
riskable profit is riskable in the risk play installation computer
controlled and without danger of the loss of the assigned profit.
Here...

...of far arrangements.

By the arrangement according to invention of the
muenzbetaetigten maintenance implement the gambler always keeps with a
partial loss in the risk play a pool improvement for a following risk
play . By with it in connection with that the risk - play
installation appearing result is constantly increased the tension of
the gambler , whereby also the incentive is increased to the play .
In addition a further and larger range of variation at profit
possibilities as a result of the training of the pool improvement with
a partial loss in the risk play for the gambler , which promotes the
maintenance value for the gambler , arises. In this way that is
increased automatically the gambler for the application in the risk
play offered profit by at least one profit level , whereby the gambler
has the possibility in usual way of adopting the increased profit
offered...

4/3,K/46 (Item 10 from file: 324)
DIALOG(R)File 324:German Patents Fulltext
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0003333519 **Image available**
Hole ball play
Lochballspiel
Patent Applicant/Assignee:
Williams Electronics Games Inc, Chicago,Ill., US
Inventor(s):
Sullivan Dwight, Chicago,Ill., US
Fedesna Kenneth J, Chicago,Ill., US
Patent and Priority Information (Country, Number, Date):
Patent: DE 19642846 A1 19970619
Application: DE 19642846 19961017
Priority Application: US 95574244 19951218 (US 57424495)
Publication Language: German
Fulltext Word Count (English): 2294
Fulltext Word Count (German) : 1977
Fulltext Word Count (Both) : 4271

Fulltext Availability:
Description (English machine translation)

Description (English machine translation)
... ball is paid, before one
expired fixed time for this ball in advance. The minimum- play
time describes a continued play for an adjustable, but in advance
fixed minimum time, which...

...payment referred to before while stationary of the technology, do not permit however not the gambler the election between play fashions and learning the play with personal speed, while they describe a provocative experience, which depends on the ability level of the gambler .

It is accordingly a primary task of the available invention to describe a hole ball play which permits a gambler , a special hole ball play to learn and to the various play elements with reasonable costs accustom and a provocative gambler driving describes itself, which is cut to the ability level of the gambler .

It is a further task of the invention to encourage the new gambler to learn the abilities for a successful play necessarily is and an incentive for the new gambler to be established, the normal play mode to select, if it or it admits with...

...tasks referred to before by the default of a hole ball play, which permits the gambler to select between a beginner-or normal play mode. In the beginner mode the play continues fixed time for a minimum, in advance, independently of the number of play balls, which are paid from the playing field. The beginner mode can re-activate then the threshold value or increase, which is necessary to activate in order determined play -met as for example tilts-characteristic, in order to make the play for the beginner friendlier. The beginner mode can deactivate likewise play benefits, as for example bonuses, free plays for high valuations and free plays by adjustment to select in order to establish an incentive for the experienced gambler , the normal play mode.

Accrete the figures of the enclosed designs is described in the following implementation example...

4/3,K/47 (Item 11 from file: 324)
DIALOG(R)File 324:German Patents Fulltext
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0003326835 **Image available**
Muenzbetaetigtes maintenance implement
Munzbetätigtes Unterhaltungsgerät
Patent Applicant/Assignee:
NSM AG, 55411 Bingen, DE
Inventor(s):
Niederlein Horst, 55411 Bingen, DE
Ochs Gerhard, 63741 Aschaffenburg, DE
Patent and Priority Information (Country, Number, Date):
Patent: DE 19542299 A1 19970515
Application: DE 19542299 19951114
Priority Application: DE 19542299 19951114 (DE 19542299)
Publication Language: German
Fulltext Word Count (English): 4726
Fulltext Word Count (German) : 3772
Fulltext Word Count (Both) : 8498

Fulltext Availability:
Description (English machine translation)

Description (English machine translation)
... heads as a function of achieving firmly obtained indication area described or a coincidence-steered (level). Thereby the gambler can select maintenance implement when achieving a certain level of the first...

...transfers, will depend

on the indicated priority in the respective indication area of the appertaining risk heads. Also within a play sequence during taping that risk - play installation can select the gambler sequentially whether it continues its play in the one or the other risk heads, provided that the profit already obtained were not lost. Thus the gambler an option in the play process becomes that risk - play installation required, which the expiration of play with larger play -and incentive for profit out-arranged and so the maintenance value for the gambler increases.

Preferentially with a certain kind of profit of divergent amount or with various kinds of profit of divergent priority imposed indication areas of the further risk heads are altogether or individually in each case in their allocation after firmly obtained layout...

4/3,K/48 (Item 12 from file: 324)
DIALOG(R)File 324:German Patents Fulltext
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0003304437 **Image available**
Money-operated maintenance implement
Geldbetatigtes Unterhaltungsgerat
Patent Applicant/Assignee:

NSM AG, 55411 Bingen, DE

Inventor(s):

Niederlein Horst, 55411 Bingen, DE

Ochs Gerhard, 63741 Aschaffenburg, DE

Patent and Priority Information (Country, Number, Date):

Patent: DE 19613556 A1 19970102

Application: DE 19613556 19960404

Priority Application: DE 19523485 19950628; DE 19547238 19951218; DE 19613556 19960404 (DE 19523485; DE 19547238; DE 19613556)

Publication Language: German

Fulltext Word Count (English): 10870

Fulltext Word Count (German) : 8583

Fulltext Word Count (Both) : 19453

Fulltext Availability:

Description (English machine translation)

Description (English machine translation)

... possibilities and functions it

is evident that constantly for further new solutions and training by play variants-characteristics and-arrangements it are looked for, in order to enrich the offer pallet...

...as possible to.

It is now task of the available invention to make a new play characteristic available for an money-operated maintenance implement of the kind initially specified which by a duplication of the play possibilities the incentive for playing for the gambler increased and so that is to increase the maintenance value of the maintenance implement.

According...

...fact that

the collector as genuine money-Fuelljackpot is trained, which through in that symbol- play installation and/or the auxiliary profit - play installation obtained money profits in a play series up to a certain Jackpot-profit value with objects of value fill upable and...

...being output.

The collector coincidence-steered with objects of value up to or a fixed level or amount of profit value described fill upable, so that a Jackpot constructs itself gradually...

4/3,K/49 (Item 13 from file: 324)
DIALOG(R)File 324:German Patents Fulltext
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0003304259 **Image available**
Money-operated maintenance implement
Geldbetatigtes Unterhaltungsgerat
Patent Applicant/Assignee:
NSM AG, 55411 Bingen, DE
Inventor(s):
Schulze Ullrich, 65191 Wiesbaden, DE
Niederlein Horst, 55411 Bingen, DE
Heinen Horst, 55442 Stromberg, DE
Merkel Udo, 55411 Bingen, DE
Patent and Priority Information (Country, Number, Date):
Patent: DE 19547196 A1 19970102
Application: DE 19547196 19951218
Priority Application: DE 19522738 19950622; DE 19533526 19950911; DE 19547196 19951218 (DE 19522738; DE 19533526; DE 19547196)
Publication Language: German
Fulltext Word Count (English): 11788
Fulltext Word Count (German) : 9220
Fulltext Word Count (Both) : 21008

Fulltext Availability:
Description (English machine translation)

Description (English machine translation)
... of the coins falling into the expense bowl depends however not on one in a play installation obtained profit, but only of the level of the mirror cabinet. Such playing equipments have therefore only a small incentive for play for a gambler .

It is task of the available invention to establish an money-operated maintenance implement of the kind initially specified the expiration of play within the profit lottery with larger play and incentive for profit out-arranges, in order to increase the maintenance value for the gambler .

According to invention the task is solved by the fact that the collector is attached...

...plates trained and an unloading installation for the objects of value.

By this measure the play happening became by far more variedly, since the gambler can recognize now directly material, which objects of value it in the case of a profit keeps actual and beyond that the gambler can measure due to the recognizability of the level of the collector, which value the objects of value represent altogether. The incentive for play is thus increased by direct recognizing of the offered objects of value at the same time substantially and the maintenance value for the gambler is promoted.

In various execution forms of the maintenance implement according to invention the photograph...

4/3,K/50 (Item 14 from file: 324)

DIALOG(R)File 324:German Patents Fulltext
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0002933035

Money-operated playing equipment.
Geldbetätigtes Spielgerät.

Patent Applicant/Assignee:

NSM AG,

Inventor(s):

Schulze Ulrich,

Patent and Priority Information (Country, Number, Date):

Patent: DE 4143128 A1 19930701

Application: DE 4143128 19911228

Priority Application: DE 4143128 19911228 (DE 4143128)

Publication Language: German

Fulltext Word Count (English): 2877

Fulltext Word Count (German) : 2398

Fulltext Word Count (Both) : 5275

Fulltext Availability:

Description (English machine translation)

Description (English machine translation)

... is the basis the task, with a
then to be trained can with a symbol play installation. On from
the outside the surface observable by playing equipment of the kind
initially specified the expiration windows the Umlaufkoer 15 of play
happening carries to arrange more interesting and thus by symbols.
The rotating bodies are stopped there successively the gambler a
large maintenance and and after all rotating bodies to the quiet with
a larger incentive to the play to offer, as it stood came in reading
off windows the play happening decides is arranged more varied
indicated symbol combination on profit or en and the gambler
additional profit possibilities ge by also light fields imposed with
symbols to the Anwen this...

...Anzeigeleitem are attached to those
in each case a circulating light in those on each level one play-win
enclosure in prospect placed 25 in divergent amount become or several
indication...

4/3,K/51 (Item 15 from file: 324)

DIALOG(R)File 324:German Patents Fulltext
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0002519072

GAME APPLIANCE WITH MECHANICALLY IMPRESSIONABLE GAME COURSE
SPIELGERAET MIT MECHANISCH BEEINFLUSSBAREM SPIELABLAUF

Patent Applicant/Assignee:

GEHRIG ELMAR, 6967 BUCHEN, DE,, DE

Inventor(s):

GEHRIG ELMAR, 6967 BUCHEN, DE,, DE

Patent and Priority Information (Country, Number, Date):

Patent: DE 3733826 A1 19890420

Application: DE 3733826 19871007

Priority Application: DE 3733826 19871007 (DE 3733826)

Publication Language: German

Fulltext Word Count (English): 2533

Fulltext Word Count (German) : 2188

Fulltext Word Count (Both) : 4721

Fulltext Availability:

Description (English machine translation)

Description (English machine translation)

... with bon or the
friction-poor Bewepng of the puck on the Spielflae token to play , for
which an expense 14 laterally at before a substantially higher play
speed the he of 40 housings 1 is envisaged, so that the gambler with
Erreimoeglichen. Thereby the demands can do on chen a certain
score in or several the gambler to to its productivity margin
increased who of free plays win, thus the incentive for play
increased
that. In addition the play can with very small noise becomes.
level and very small kinetic energy durchge in Fig.
2 is a playing equipment with same...

4/3,k/52 (Item 1 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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00728770

Game machine accounting and monitoring system

System zum Abrechnen und Überwachen eines Spielautomaten

Systeme pour la decompote et monitoring d'une machine a sous

PATENT ASSIGNEE:

BALLY GAMING INTERNATIONAL, INC., (1615540), 6601 South Bermuda Road, Las
Vegas Nevada 89119, (US), (applicant designated states:
AT;BE;CH;DE;DK;ES;FR;GB;GR;IT;LI;LU;NL;SE)

INVENTOR:

LeStrange, Michael M., 207 25th Street, Brigantine, New Jersey 08203,
(US)

Watson, William H., 1190 Manor Road, Reno, Nevada 89503, (US)

Raven, Richard C., Deceased, , (US)

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PATENT (CC, No, Kind, Date): EP 688003 A1 951220 (Basic)

EP 688003 B1 981125

APPLICATION (CC, No, Date): EP 95109265 950614;

PRIORITY (CC, No, Date): US 260587 940616

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IT; LI; LU; NL; SE

INTERNATIONAL PATENT CLASS (V7): G07F-017/34;

ABSTRACT WORD COUNT: 219

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	9848	1336
CLAIMS B	(German)	9848	1074
CLAIMS B	(French)	9848	1658
SPEC B	(English)	9848	6077
Total word count - document A			0
Total word count - document B			10145
Total word count - documents A + B			10145

...SPECIFICATION the accounting system can provide accurate calculations of
game percentage and changes in coin hopper level without the necessity
of metering winnings and coin discharge, which is unavailable on some
gaming...

...game win percentage is given by the following expression: Similarly, the
change in coin hopper level over time is given by the following
expression:

CASHLESS GAME PLAY

In accordance with another aspect of the invention, the accounting system supports completely cashless gaming in several different formats. In cashless game play, gaming machine 10 is equipped with a data card reader 12 for accepting special game play cards or smart cards issued by casinos, in addition to players' commercial credit cards issued by banks, such as Visa(TM), Mastercard...

...TM) cards (i.e., ABA cards). In addition, the gaming machine could be equipped with coupon or promotional ticket readers for accepting these forms of game credit. As with the credit game play mode described above, in cashless game play, game credit can be purchased from player accounts contained on these cards. However, in contrast with credit play, winnings from gambling activity and residual credits collected by the player can be returned as credits directly to...

4/3,K/53 (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2006 WIPO/Thomson. All rts. reserv.

00449677 **Image available**

AN ELECTRONIC GAMING SYSTEM OFFERING PREMIUM ENTERTAINMENT SERVICES FOR
ENHANCED PLAYER RETENTION
SYSTEME DE JEUX ELECTRONIQUES OFFRANT DES SERVICES DE DIVERTISSEMENT A
SUPPLEMENT, CONCUS POUR RETENIR PLUS LONGTEMPS LES JOUEURS

Patent Applicant/Assignee:

WALKER ASSET MANAGEMENT LIMITED PARTNERSHIP,

Inventor(s):

WALKER Jay S,
JORASCH James A,
SPARICO Thomas M,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9840141 A1 19980917

Application: WO 98US3321 19980218 (PCT/WO US9803321)

Priority Application: US 97814889 19970312

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM
GW HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX
NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW GH GM
KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI FR
GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 8276

Fulltext Availability:

Detailed Description

Detailed Description

... type for
each electronic gaming device, (iii) limited complimentary access to those players whose current level of play meets or exceeds a predefined threshold, as determined by monitoring the current level of play of each player, or (iv) access to those players who provide a cash payment or player reward points awarded as part of a slot club or an arcade incentive program, regardless of any level of play.

It is noted that a casino can evaluate the current level of play based on a number of criteria, including the number of coins played by the player...all players on certain classes of electronic gaming devices, regardless of the player's current level of play; (ii) certain players based on their prior playing history, regardless of the player's

current level of play , (iii) for those players whose current level of play meets or exceeds a predefined threshold, and (iv) for those players who provide a cash payment or player reward points awarded as part of a slot club or an arcade incentive program.

If it is determined during step 755 that the casino -specified criteria for maintaining access to the premium entertainment services is currently being met, program control returns to step 750, and the network server 110 continues monitoring the player's level of play until the casino -specified criteria for offering players access to the premium entertainment services is no longer being met, or until play is terminated.

Once it is determined step 755 that the casino-specified criteria for offering...

4/3,K/54 (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2006 WIPO/Thomson. All rts. reserv.

00366538 **Image available**
CARD GAME HAND COUNTER/DECISION COUNTER DEVICE
DISPOSITIF DE COMPTAGE DE DONNES DE JEU DE CARTES ET DE COMPTAGE DE
DECISION DE JEU

Patent Applicant/Assignee:

STRISOWER John M,

Inventor(s):

STRISOWER John M,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9706865 A1 19970227

Application: WO 96US12781 19960806 (PCT/WO US9612781)

Priority Application: US 95516651 19950818

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AL AM AT AU AZ BB BG BR BY CA CH CN CU CZ DE DK EE ES FI
FI GB GE HU IL IS JP KE KG KP KR KZ LK LR LS LT LU LV MD MG MK MN MW MX
NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG UZ VN KE LS MW SD
SZ UG AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI FR GB GR IE IT LU
MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Publication Language: English

Fulltext word Count: 3882

Fulltext Availability:

Detailed Description

Detailed Description

... apparatus that will track the number of hands of a given card game of a casino .

BACKGROUND OF THE INVENTION

In an analogy to frequent flyer programs that have been introduced by various airline carriers, oftentimes casinos provide frequent player incentives to casino players who play certain games at high betting levels. For example, a player bets at a certain dollar level (perhaps \$100). To encourage continued betting at this level , a fraction of a theoretical win or a portion of the amount the person is playing will be applied to other activities within that particular organization.

A casino owner would like to track and manage transactions and player marketing data in a pit area of the casino. If a person plays a certain amount of money on a game like blackjack, there will be discounts provided for the hotel room or there may be a free hotel room.

Cards with magnetic strips or punched holes are used in the gaming tables of...

...area. The cards are typically utilized for tracking of players and their transactions within the casino.

Typically, a system for tracking transactions in a pit area of a casino is a manual paper-based one. In such a system, an employee in a pit area, typically the pit boss, writes down the betting levels called the bet rating of the players. The pit personnel must spend a considerable amount of time recording the transactions for later entry by the pit clerk. The bet rating is defined as the pit boss' best guess as to the player's betting level over time. This double entry results in errors and delays. Additionally, pit personnel spend an...

4/3,K/55 (Item 3 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2006 WIPO/Thomson. All rts. reserv.

00324645 **Image available**

A SYSTEM FOR THE TRACKING AND MANAGEMENT OF TRANSACTIONS IN A PIT AREA OF A GAMING ESTABLISHMENT

SYSTEME DE SUIVI ET DE GESTION DES TRANSACTIONS DANS UNE SALLE DE JEUX

Patent Applicant/Assignee:

STRISOWER John M,

Inventor(s):

STRISOWER John M,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9607153 A1 19960307

Application: WO 95US10979 19950829 (PCT/WO US9510979)

Priority Application: US 94299514 19940901

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AU BB BG BR CA CZ FI HU JP KP KR LK MG MN MW NO NZ PL RO RU SD SK UA AT
BE CH DE DK ES FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML
MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 4523

Fulltext Availability:

Detailed Description

Detailed Description

... automatic player
tracking and table game accounting system utilized in the
pit area of a casino.

BACKGROUND OF THE INVENTION

In an analogy to frequent flyer programs that have been introduced by various airline carriers, oftentimes casinos provide frequent player incentives to casino players who play certain games at high betting levels. For example, a player bets at a certain dollar level (perhaps \$100) to encourage continued betting at this level, a fraction of a theoretical win or a portion of the amount the person is playing will be applied to other activities.

within that particular organization.

A casino owner would like to track and manage transactions and player marketing data in a pit area of the casino. If a person plays a certain amount of money on a game like blackjack, there will be discounts provided for the hotel room or there may be a free hotel room. Cards with magnetic strips or punched holes are used in the gaming tables of...

...area, The cards are typically utilized for tracking of players and their transactions within the casino.

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4/3,K/56 (Item 1 from file: 397)
DIALOG(R)File 397:Las Vegas Review-Journal
(c) 2005 Las Vegas R-J. All rts. reserv.

00174903 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Several slot clubs at local casinos now undergoing major changes
Bob Dancer & Jeffrey Compton
Las Vegas Review-Journal, Final ED, P 31J
Friday, March 31, 2000
DOCUMENT TYPE: NEWSPAPER LANGUAGE: English RECORD TYPE: FULLTEXT
SECTION HEADING: Section J
Word Count: 734

(USE FORMAT 7 OR 9 FOR FULLTEXT)

...well as property-specific benefits. Platinum members visiting Harrah's Las Vegas receive the preferred casino rate, free room upgrades (when available), complimentary show tickets (certain restrictions apply), complimentary health club passes and a 10 percent gift shop discount. At the higher diamond level, members receive exclusive entry into all Harrah's VIP lounges (where available) throughout the United...

...rooms, limousine service, VIP restaurant and showroom access, and a 25 percent discount off all gift shop purchases.
Harrah's has also linked the Total Rewards with the Play Rio. Though both systems will maintain separate cash back and comp structures, Harrah's Total Gold members may use their cards at the Rio and Play Rio members can use their cards at any Harrah's. They do not have to...

4/3,K/57 (Item 1 from file: 471)
DIALOG(R)File 471:New York Times Fulltext
(c) 2006 The New York Times. All rts. reserv.

03782561 NYT Sequence Number: 509981980419 (USE FORMAT 7 FOR FULLTEXT)
ATLANTIC CITY; Free Lunch? If You Bet Enough
BILL KENT
New York Times, Late Edition - Final ED, COL 04, P 14
Sunday April 19 1998

DOCUMENT TYPE: Newspaper LANGUAGE: English RECORD TYPE: Fulltext
SECTION HEADING: SECT14NJ
Word Count: 777

... a clean ship."

But the main part of his job is doling out comps. Traditionally, casino hosts like Mr. Gunn used their own discretion to write comps as modest as a round of drinks in a casino lounge and as highly prized as "full R.F.B.," which entitles a gambler to a free hotel room, free food and free beverages for the length of the stay.

Mr. Gunn used a rough formula, giving comps worth roughly 10 percent of what the gambler wagered, win or lose. "There were always gray-area matters," Mr. Gunn said, "where you...

...a limo ride if a player's car got stuck, even if the customer's play wasn't at that level."

But three years ago, his role as a source of freebies was subordinated to a...

4/3,K/58 (Item 2 from file: 471)

DIALOG(R)File 471:New York Times Fulltext
(c) 2006 The New York Times. All rts. reserv.

03754319 NYT Sequence Number: 035238980112 (USE FORMAT 7 FOR FULLTEXT)

Casinos Paying Top Dollar To Coddle Elite Gamblers

BRETT PULLEY

New York Times, Late Edition - Final ED, COL 04, P 1

Monday January 12 1998

DOCUMENT TYPE: Newspaper LANGUAGE: English RECORD TYPE: Fulltext

SECTION HEADING: SECTA

Word Count: 2044

... allows.

A casino that caters to the top gamblers cannot be fainthearted. Although some whales play blackjack, the game of choice is baccarat, which has only a 1 percent advantage for...

...on one visit, devastate the company's quarterly earnings and make shareholders cringe. But the casino that can sustain such short-term losses knows that the customer will be back, and over time, the house's advantage will prevail.

A gambler with a \$1 million line of credit receives \$100,000 to bet with upon arrival. And if that gambler loses \$1 million, the casino will discount the loss as much as 20 percent, leaving the customer owing \$800,000...

...billion.

By providing amenities and services to the small number of whales around the world, casinos are making a relatively safe bet that while they may not trap the gamblers with...

...who contribute the largest percentage of revenues.

"A lot of this investment in high-end play improves play overall," Ms. Farley said. "The improved standards are a draw to other players."

As much as casinos relish the high rollers, doing business with them can have its pitfalls. When they win, the whales and premium players leave with the casino's money immediately. But when the high-rollers lose, casino operators sometimes have a difficult time collecting the debt. The credit that is extended to...

...as a gentleman's agreement, and bettors who wager millions of dollars can be excessive risk takers who eventually run out of money.

For all that they give to lure high rollers, casino companies can never be sure that their coveted catch will stay in the net. "The...

...said Marvin Roffman, a gaming industry analyst based in Philadelphia. "They'll check into the free hotel suite, take the free chauffeured car that the casino gives them, and go over to another casino."

4/3,K/59 (Item 3 from file: 471)
DIALOG(R)File 471:New York Times Fulltext
(c) 2006 The New York Times. All rts. reserv.

03107163 NYT Sequence Number: 000035960127 (USE FORMAT 7 FOR FULLTEXT)
Battle Brews in Atlantic City
BRETT PULLEY
New York Times, Late Edition - Final ED, COL 1, P 27
Saturday January 27 1996
DOCUMENT TYPE: Newspaper LANGUAGE: English RECORD TYPE: Fulltext
Word Count: 1079

... golf course, was submitted by Mr. Trump's group.
Nicholas R. Amato, president of the Casino Association of New Jersey, which represents 11 of the city's 12 gambling halls, said his group supports "the purpose and concept" of the bill but believes that incentives to promote economic development should maintain "a level playing field among all casino operations" and that taxpayers, not casino developers, should be the beneficiaries of any tax relief.
Both Mr. Amato and Arthur M. Goldberg, the chairman and chief executive of Bally Entertainment, operator of two Atlantic City casinos, said more developers would have bid for the landfill site had they known their cleanup costs might have been reimbursed. "We...

4/3,K/60 (Item 4 from file: 471)
DIALOG(R)File 471:New York Times Fulltext
(c) 2006 The New York Times. All rts. reserv.

02452075 NYT Sequence Number: 999148920621 (USE FORMAT 7 FOR FULLTEXT)
A User's Guide to the Foxwoods Casino
MARK H. SPEVACK
New York Times, Late Edition - Final ED, COL 3, P 10
Sunday June 21 1992
DOCUMENT TYPE: Newspaper LANGUAGE: English RECORD TYPE: Fulltext
SECTION HEADING: SECT13CN
Word Count: 1394

... suspect that they are," Mr. Einhorn said.
"We take action and ask them not to play," he added.
The casino maintains a list of people it excludes similar to the lists that New Jersey requires of its casinos. Criminals, suspected criminals and other figures who might cause problems are usually barred. Mr. Einhorn...

...customers, Foxwoods uses a Wampum Card, similar to cards issued by New Jersey and Nevada casinos, to track the "action" and post credits to the player's account. Different levels of play bring different levels of rewards, or complimentary services.

Foxwoods has several gift shops, a handful of eating places, a revue and sporadic headliner entertainment in the bingo hall. A display about the Pequots is on the lower level, and a seven-page leaflet about the iconoclastic "fox people," as they are called, is at the service counter.

At the casino exit a sign directs drivers seeking Interstate 95 to go south on Route 2. For...

...down Interstate 95, that would take them out of their way, toward Stonington. A better bet might be to return to Interstate 395 to reach Interstate 95 in Waterford.

4/3,K/61 (Item 5 from file: 471)
DIALOG(R)File 471:New York Times Fulltext
(c) 2006 The New York Times. All rts. reserv.

02201014 NYT Sequence Number: 862789910106 (USE FORMAT 7 FOR FULLTEXT)
Casinos Press for More Slot Machines
CHARLES JACOBS
New York Times, Late Edition - Final ED, COL 5, P 1
Sunday January 6 1991
DOCUMENT TYPE: Newspaper LANGUAGE: English RECORD TYPE: Fulltext
SECTION HEADING: SECT12NJ
Word Count: 1559

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...smarter," he said. Like most casinos, the Claridge now gives food, drinks, accommodations, entertainment and gifts to high-rolling slot players, just as it has traditionally to table devotees -- but more carefully.

"There's a new level of sophistication in marketing today that zeroes in on the gaming value of a customer...

...Steven N. Rosen, Harrah's senior vice president of marketing. "The era of handing a gift of coin and food vouchers and then hoping it will generate additional business is ending. The guesswork is out."

Now vouchers and gifts for slot players are based on electronically generated data that give casinos a control never before possible, because the plastic membership cards -- similar to credit cards -- produce a running record of a person's play.

Larger Jackpots Offered

Like many other casinos, Harrah's not only offers its own special slot parlor for bigger spenders but also...

4/3,K/62 (Item 1 from file: 484)
DIALOG(R)File 484:Periodical Abs Plustext
(c) 2006 ProQuest. All rts. reserv.

04454220 (USE FORMAT 7 OR 9 FOR FULLTEXT)
The economics of casino gambling
Eadington, William R
Journal of Economic Perspectives (IJEP), v13 n3, p173-192, p.20
Summer 1999
ISSN: 0895-3309 JOURNAL CODE: IJEP
DOCUMENT TYPE: Feature.
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 9524

TEXT:

... the premium baccarat market (Curtis, 1997). To attract such customers, a half-dozen Las Vegas casinos, competing against a handful of top-end casinos located in London, Australia and Macao, have built elegant suites and villas for millions of...

...such players, along with offering a full array of travel amenities, services and cuisine. However, casinos compete most significantly over internal policies like maximum limits that such top-end players are permitted to wager, credit facilities, advanced deposit requirements, and the handling of cash. Moreover, casinos often provide discounts to these customers by offering rebates on losses and commissions paid on handle (Eadington and Kent-- Lemon, 1992).

At a less glitzy level, discounting also takes place in casinos with slot "clubs" that are linked to player tracking systems. Players accumulate points as a function of handle that they generate at a particular casino, or among all the casinos owned by a specific company. The points are redeemable for prizes; for complementary meals, rooms...

...slot clubs also provide the casino with information on players, including frequency and length of play, handle, and amounts won or lost. In turn, this information can be combined with personal...

4/3,K/63 (Item 1 from file: 485)
DIALOG(R)File 485:Accounting & Tax DB
(c) 2006 ProQuest Info&Learning. All rts. reserv.

** FULL-TEXT AVAILABLE IN FORMATS 7 AND 9 **
00664026
Principles of rebates on loss
Kilby, Jim
Bottom Line v13 n1 PP: 14-17 Feb 1998
ISSN: 0279-1889 JRNL CODE: ABTL
WORD COUNT: 1314 LINE COUNT: 119

Accounting & Tax DB_1971-2006/Oct W4
...TEXT: rebate.

Considerations

The rebate on loss agreement should be conditioned. That is, the player must play "x" number of hands to receive "y" rebate on loss. If the total hands are...

...be decreased. For example, if 2,000 hands were required to receive a 20 percent rebate, the rebate should be decreased to 15 percent if the player quits at 800 hands, 10 percent...
...Although tables for banker and player bettors are provided, it would be more conservative for casino management to assume all bettors will be banker bettors. Therefore, any bets other than banker bets will benefit the casino. In addition, the casino should always round down when determining rebate or estimating the theoretical casino win. If 75 hands were played, the casino should use the 50 hand row, not the 100 hand row.

The tables assume level betting. Any variance in bets hurts the casino. A bettor who wagers flat \$500 banker bets for 300 hands will generate \$1,590 in theoretical win. If given a 20 percent rebate, this theoretical is reduced to \$780 (51 percent reduction).

Abettor who wagers \$1 for each...

4/3,K/64 (Item 1 from file: 492)
DIALOG(R)File 492:Arizona Repub/Phoenix Gaz
(c) 2002 Phoenix Newspapers. All rts. reserv.

10091031
HOTEL GETTING \$11 MILLION SPRUCE-UP
Arizona Business Gazette (AB) - Thursday, April 1, 1999
Edition: Weekly Section: Retro Biz Page: 2
Word Count: 1,528

TEXT:
... 5,000 square feet of meeting space, a new lobby, entrance canopy, business center and gift shop. The guest rooms also will be redecorated.

City Square also is adding 300 ground-level parking spaces and a 7,500-square-foot restaurant and will reopen the City Square Sports Club.

--> --> -->

The competition for gambling profits is stiffening, and Indian tribes are beginning to hedge their gambling bet. Tribes are luring new customers and keeping loyal ones with hotels and golf courses.

4/3,K/65 (Item 1 from file: 494)
DIALOG(R)File 494:St LouisPost-Dispatch
(c) 2006 St Louis Post-Dispatch. All rts. reserv.

10560075

CASINO WORKER WHO LOST HER JOB OVER GAMBLING ADDICTION WANTS TO CHANGE LAW
WOMAN WHO REPAIRED SLOTS PUT HERSELF ON BANNED LIST, FORCING CASINO TO
FIRE HER SHE WAS OFFERED LOWER-PAYING JOB

St. Louis Post Dispatch (SL) - Tuesday, February 29, 2000

By: Virginia Young

Of The Post-Dispatch

Edition: FIVE STAR LIFT Section: NEWS Page: A1

Word Count: 1,685

Her problems started when she clocked out.

Instead of heading to her split-level home in Pacific to sleep, she'd go to another casino to play the slots. Often, she'd stay until afternoon, leaving only when she hit her ATM's \$600 withdrawal limit.

A state regulation bars casino employees from gambling in the casino where they work. But all Farr had to do was walk through the pavilion that connects Players to a Harrah's casino.

Facing mounting bills, utility shutoffs and credit-card debt, Farr decided to permanently ban herself from Missouri casinos. On Feb. 14, she signed up for the state's List of Disassociated Persons. That means she could face trespassing charges if she enters any of the state's 10 casinos.

Farr says she paid an unfair price for seeking help: She lost her job.

"I...

...good reviews, I didn't steal from the company. I got fired for having a gambling addiction and wanting help."

Under state regulations, the company had no choice. Since Farr was barred from the casino floor, "the end result was she could no longer work as a slot tech," says...

...assistant vice president for marketing.

Farr could have applied for lower-paying positions in the casino's gift shop or restaurant, but she declined.

Statewide, about 1,400 people have signed up to ban themselves from Missouri casinos. No statistics are available on how many people on the list have worked in the gambling industry. But research shows casino employees are more likely to have serious gambling problems than the general population.

Farr wants the state to change the self-banning program...

4/3,K/66 (Item 1 from file: 541)
DIALOG(R)File 541:SEC Online(TM) Annual Repts
(c) 1987-1997 SEC Online Inc. All rts. reserv.

1035137

GRIFFIN GAMING & ENTERTAINMENT INC

- 1995 Annual Report

Publication Date: 12/31/95

TEXT:

...a promotion which rewards slot players by giving cash back to patrons based on their level of play) and the 15th anniversary celebration of Resorts Casino Hotel. Favorable variances in these and other costs were partially offset by increases in other expenses. The most significant increase was in casino promotional costs (\$2,500,000) due primarily to the "cash-back" program noted above, which...

...giveaways to bus patrons. Another significant cost increase was in the accrual for performance and incentive bonuses (\$700,000).

Casino /hotel - Paradise Island, The Bahamas

The Company's Paradise Island casino /hotel facilities were disposed of in the SIHL Sale effective May 3, 1994. The Paradise...

4/3,K/67 (Item 2 from file: 541)
DIALOG(R)File 541:SEC Online(TM) Annual Repts
(c) 1987-1997 SEC Online Inc. All rts. reserv.

0230932

GOLDEN NUGGET INC

- 1989 Annual Report

Publication Date: 12/31/89

TEXT:

...hotel occupancy also resulted in a \$1,822,000 (7%) increase in food, beverage and gift shop revenues.

The 1988 increase in casino -hotel operating expenses reflects increases in payroll gaming taxes and other operating expenses as offset by decreases in cost of sales and promotional expenses. While food, beverage and gift shop revenues increased \$1,822,000, the related cost of sales actually declined \$397,000...

...efficient purchasing procedures and improved inventory controls. A \$5,081,000 (28%) increase in the level of credit play during the fourth quarter of 1988 accounted for the increase in the provision for bad...

4/3,K/68 (Item 3 from file: 541)
DIALOG(R)File 541:SEC Online(TM) Annual Repts
(c) 1987-1997 SEC Online Inc. All rts. reserv.

0126022

GOLDEN NUGGET INC

- 1988 Annual Report

Publication Date: 12/31/88

TEXT:

...hotel occupancy also resulted in a \$1,822,000 (7%) increase in food,

beverage and gift shop revenues.

The 1988 increases in casino -hotel operating expenses reflects increases in payroll, gaming taxes and other operating expenses as offset by decreases in cost of sales and promotional expenses. While food, beverage and gift shop revenues increased \$1,822,000, the related cost of sales actually declined \$397,000...

...efficient purchasing procedures and improved inventory controls. A \$5,081,000 (28%) increase in the level of credit play during the fourth quarter of 1988 accounted for the increase in the provision for bad...

4/3,K/69 (Item 1 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

2509028
ARGOSY GAMING CO - 1996 10K Report

Publication Date: 12/31/96

TEXT:

...000-SQUARE-FOOT
ENTERTAINMENT PAVILION FEATURING RESTAURANTS, BANQUET AND MEETING
ROOMS, SPORTS/ENTERTAINMENT LOUNGE, RETAIL GIFT SHOPS AND KIOSKS; 3,750
SURFACE AND GARAGE PARKING SPACES --AND ONE OF THE LARGEST RIVERBOAT
CASINOS IN AMERICA, LONGER THAN A FOOTBALL FIELD.

VESSEL OPERATIONS DATA

Argosy is strengthening its presence...

...gaming company licensed in all cruising states --a
diversification strategy aimed at reducing exposure to risk and
mitigating the impact of external forces within a given market.

View	View	Item
GAMING VESSEL	FIRST LEVEL FOOTPRINT	LAUNCH DATE
		September 1991
Vessel	Sq. Ft.	
ARGOSY II	35,174	{GRAPHIC}
		First gaming...

4/3,K/70 (Item 2 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

2463859
CLARIDGE HOTEL & CASINO CORP - 1996 10K Report

Publication Date: 12/31/96

TEXT:

...the new convention center, which
is scheduled to open in 1997. Competition among the existing
casino -hotels is based on factors such as promotional allowances and

incentives ; the attractiveness of the casino area; advertising; customer service; the availability, quality, and price of rooms, food, and beverage; ease...

...and accessing the facility; and entertainment.

The Atlantic City business is seasonal, with the highest level of activity occurring during the summer months, and the lowest level of activity during the winter months. The primary markets for Atlantic City casino patrons are Philadelphia, New Jersey and New York City, together with the secondary markets of central Pennsylvania, Delaware, Baltimore and Washington, D.C. Casinos offer incentives , in the form of cash and complimentaries for rooms, food and beverages, to their customers based on their casino play . In recent years, competition for, and as a result, incentives offered to, customers has increased significantly. Many Atlantic City casino patrons arrive by bus and stay for approximately six hours. Competitive factors in Atlantic City require the payment of cash incentives and coupons for use towards the price of meals to patrons arriving under bus programs sponsored by...

4/3,k/71 (Item 3 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(C) 1987-1997 SEC Online Inc. All rts. reserv.

2443363
CLARIDGE HOTEL & CASINO CORP - 1996 10K Report

Publication Date: 12/31/96

TEXT:

...the new convention center, which is scheduled to open in 1997. Competition among the existing casino -hotels is based on factors such as promotional allowances and incentives ; the attractiveness of the casino area; advertising; customer service; the availability, quality, and price of rooms, food, and beverage; ease...

...and accessing the facility; and entertainment.

The Atlantic City business is seasonal, with the highest level of activity occurring during the summer months, and the lowest level of activity during the winter months. The primary markets for Atlantic City casino patrons are Philadelphia, New Jersey and New York City, together with the secondary markets of central Pennsylvania, Delaware, Baltimore and Washington, D.C. Casinos offer incentives , in the form of cash and complimentaries for rooms, food and beverages, to their customers based on their casino play . In recent years, competition for, and as a result, incentives offered to, customers has increased significantly. Many Atlantic City casino patrons arrive by bus and stay for approximately six hours. Competitive factors in Atlantic City require the payment of cash incentives and coupons for use towards the price of meals to patrons arriving under bus programs sponsored by...

4/3,k/72 (Item 4 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(C) 1987-1997 SEC Online Inc. All rts. reserv.

2419028
TRUMP HOTELS & CASINO RESORTS INC - 1996 10K Report

Publication Date: 12/31/96

TEXT:

...to certain qualified patrons. For the years ended December 31, 1994, 1995 and 1996, credit play as a percentage of total dollars wagered was approximately 17%, 18% and 17%, respectively. As...

...tower currently offers 97 table games and 2,368 slot machines. In addition to the casino, Trump Plaza's main tower consists of a 31-story tower with 555 guest rooms...

...and meeting room space, a swimming pool, tennis courts and a health spa.

The entry level of Trump Plaza's main tower includes a cocktail lounge, two gift shops, a deli, a coffee shop, an ice cream parlor and a buffet. The casino level houses the casino, a fast food restaurant, an exclusive slot lounge for high-end patrons and an ocean view high-end slot area. An enclosed walkway connects Trump Plaza at the casino level with the Atlantic City Convention Center and with Trump World's Fair.

On February 16, 1996, Trump Plaza opened the 15,000 square-foot Ocean View Casino and Bar and 249 of its 349 hotel rooms at Trump Plaza East. Management opened the remaining rooms and suites at Trump Plaza East in March 1996. The Ocean View Casino and Bar is the first gaming room in Atlantic City to combine a casino, bar...

4/3,K/73 (Item 5 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

2218495
WMS INDUSTRIES INC - 1996 10K Report

Publication Date: 06/30/96

TEXT:

...Key Award by Meetings and Conventions Magazine and the Paragon Award by Corporate Meetings and Incentives Magazine for excellence in meeting and conventions. The El Conquistador Resort is also a member...

...the second consecutive year, the American Automobile Association awarded the Resort a "Four Diamond" rating.

CASINO CREDIT POLICY

All of the Company's casinos extend credit to qualified players that satisfy its credit review procedures. The procedures include external credit verification and internal management level approvals.

Credit play at the Condado Plaza for the fiscal years ended June 30, 1996, 1995, and 1994 represented 36%, 32%, and 46%, respectively, of total play. Casino credit receivables, net of allowance for doubtful accounts, at the Condado Plaza at each of...

4/3,K/74 (Item 6 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

2136603

CLARIDGE HOTEL & CASINO CORP

- 1995 10K Report

Publication Date: 12/31/95

TEXT:

...new convention center, which is scheduled to open in early 1997. Competition among the existing casino -hotels is based on factors such as promotional allowances and incentives ; the attractiveness of the casino area; advertising; customer service; the availability, quality, and price of rooms, food, and beverage; ease...

...and accessing the facility; and entertainment.

The Atlantic City business is seasonal, with the highest level of activity occurring during the summer months, and the lowest level of activity during the winter months. The primary markets for Atlantic City casino patrons are Philadelphia, New Jersey and New York City, together with the secondary markets of central Pennsylvania, Delaware, Baltimore and Washington, D.C. Casinos offer incentives , in the form of cash and complimentaries for rooms, food and beverages, to their customers based on their casino play . In recent years, competition for, and as a result, incentives offered to, customers has increased significantly. Many Atlantic City casino patrons arrive by bus and stay for approximately six hours. Competitive factors in Atlantic City require the payment of cash incentives and coupons for use towards the price of meals to patrons arriving under bus programs sponsored by...

4/3,K/75 (Item 7 from file: 542)

DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

2136602

CLARIDGE HOTEL & CASINO CORP

- 1995 10K Report

Publication Date: 12/31/95

TEXT:

...machines. Use of the Compcard Gold rating card provides the Claridge with data on the level , style and duration of casino play of its customers.

The database derived from use of the Compcard Gold rating card furnishes...

...with a powerful marketing tool. This database allows the Claridge to target identified players with incentives . Incentives are tailored to the identified player's potential for future play , thus assuring that direct marketing expenditures are effective. Additionally, through analysis of demographic and other...

4/3,K/76 (Item 8 from file: 542)

DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

2083359

ELSINORE CORP

- 1995 10K Report

Publication Date: 12/31/95

TEXT:

...benefits for REEL Winners Club members. Additionally, the points earned may be used for slot play, scrip for use at any non-gaming facility at the Four Queens and Spiegel gift certificates. Maintaining and operating the slot club enables the Company to market continuously to a...

...the Four Queens.

VIP Database Through the visual observation of table game activity on the casino floor, the Company has developed a database of VIP players based on their average bet and length of play. The Company continuously builds on this database in order to target market to a segment...

...limit" players who enjoy the Four Queens atmosphere. In order to maintain the loyalty and level of play provided by this customer segment, management has instituted a very aggressive and generous "comp" plan...

4/3,K/77 (Item 9 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

1922362
GRIFFIN GAMING & ENTERTAINMENT INC - 1995 10K Report

Publication Date: 12/31/95

TEXT:

...a promotion which rewards slot players by giving cash back to patrons based on their level of play) and the 15th anniversary celebration of Resorts Casino Hotel. Favorable variances in these and other costs were partially offset by increases in other expenses. The most significant increase was in casino promotional costs (\$2,500,000) due primarily to the "cash-back" program noted above, which...

...giveaways to bus patrons. Another significant cost increase was in the accrual for performance and incentive bonuses (\$700,000).

For a discussion of competition in the Atlantic City casino/hotel industry...

4/3,K/78 (Item 10 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

1902831
RESORTS INTERNATIONAL HOTEL INC - 1995 10K Report

Publication Date: 12/31/95

TEXT:

...a promotion which rewards slot players by giving cash back to patrons based on their level of play) and the 15th anniversary celebration of Resorts Casino Hotel. Favorable variances in these and other costs were partially offset by increases in other expenses. The most significant increase was in casino promotional costs (\$2,500,000) due primarily to the "cash-back" program noted above, which...

...giveaways to bus patrons. Another significant cost increase was

in the accrual for performance and incentive bonuses (\$700,000).

For a discussion of competition in the Atlantic City casino/hotel industry...

4/3,K/79 (Item 11 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

1790725
WMS INDUSTRIES INC - 1995 10K Report

Publication Date: 06/30/95

TEXT:

...Key Award by Meetings and Conventions Magazine and the Paragon Award by Corporate Meetings and Incentives Magazine for excellence in meeting and conventions.

CASINO CREDIT POLICY

All of the Company's casinos extend credit to qualified players that satisfy its credit review procedures. The procedures include external credit verification and internal management level approvals.

Credit play at the Condado Plaza for the fiscal years ended June 30, 1995, 1994 and 1993 represented 32%, 46% and 50%, respectively, of total play. Casino credit receivables, net of allowance for doubtful accounts, at the Condado Plaza at each of...

4/3,K/80 (Item 12 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

1614319
RESORTS INTERNATIONAL HOTEL INC - 1994 10K Report

Publication Date: 12/31/94

TEXT:

...a promotion which rewards slot players by giving cash back to patrons based on their level of play) and the 15th anniversary celebration of Resorts Casino Hotel. Favorable variances in these and other costs were partially offset by increases in other expenses. The most significant increase was in casino promotional costs (\$2,500,000) due primarily to the "cash-back" program noted above, which...

...cash giveaway promotional mailings. Another significant cost increase was in the accrual for performance and incentive bonuses (\$700,000).

Casino, hotel and related operating results decreased by \$8,981,000 for...

4/3,K/81 (Item 13 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

1587126
ELSINORE CORP - 1994 10K Report

Publication Date: 12/31/94

TEXT:

...benefits for REEL winners Club members. Additionally, the points earned may be used for slot play, scrip for use at any non-gaming facility at the Four Queens and Spiegel gift certificates. Maintaining and operating the slot club enables the Company to market continuously to a...

...the Four Queens.

VIP Database--Through the visual observation of table game activity on the casino floor, the Company has developed a database of VIP players based on their average bet and length of play. The Company continuously builds on this database in order to target market to a segment...

...limit" players who enjoy the Four Queens atmosphere. In order to maintain the loyalty and level of play provided by this customer segment, management has instituted a very aggressive and generous "comp" plan...

4/3,K/82 (Item 14 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

1506839
CLARIDGE HOTEL & CASINO CORP - 1994 10K Report

Publication Date: 12/31/94

TEXT:

...machines. Use of the Compcard Gold rating card provides the Claridge with data on the level, style and duration of casino play of its customers.

The database derived from use of the Compcard Gold rating card furnishes...

...with a powerful marketing tool. This database allows the Claridge to target identified players with incentives. Incentives are tailored to the identified player's potential for future play, thus assuring that direct marketing expenditures are effective. Additionally, through analysis of demographic and other...

4/3,K/83 (Item 15 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

1270809
RESORTS INTERNATIONAL INC - 1993 10K Report

Publication Date: 12/31/93

TEXT:

...Statements (\$2,200,000) and entertainers fees and accommodations (\$1,000,000). The increase in casino promotional costs was due primarily to a new program in 1993 which rewards slot players by giving cash back to patrons based on their level of play. Since the introduction of the "cash-back" program the Company has reduced cash giveaways to...

...rates. The remaining increase in payroll and related costs and a significant portion of the casino operating costs increase were associated with the new simulcast and poker facility. The increase in...

...shows in 1993. The most significant cost reductions in 1993 were in the performance and incentive bonus (\$3,300,000) and in food and beverage costs (\$1,400,000).

Casino, hotel...

4/3,K/84 (Item 1 from file: 543)
DIALOG(R)File 543:SEC Online(TM) 10-Q Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

0840725
CAESARS WORLD INC - 1994 10Q Report

Publication Date: 01/31/94

TEXT:

...Operations beginning on page 12 as to the quarter-to-quarter volatility resulting from high-level play.

Casino expenses at the Nevada operations increased 10 percent during the six months ended January 31, 1994 compared with the same period last year and were primarily for increased high-level customer expenses, slot marketing programs, increased casino payroll to service the increased activity and other casino marketing programs. The provision for doubtful accounts was \$6.9 million higher due to increases in the issuance of casino credit and marketing incentives applicable to specific high-betting-limit customers along with additional allowances for specific uncollectible receivables...

...increased 4 percent over the first six months of fiscal 1993. Caesars Atlantic City's casino revenue was down 3 percent compared with the prior year six month period. Table game...

4/3,K/85 (Item 2 from file: 543)
DIALOG(R)File 543:SEC Online(TM) 10-Q Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

0393246
WMS INDUSTRIES INC - 1990 10Q Report

Publication Date: 03/31/90

TEXT:

...additional corporate customers from competing hotels; while the hotel was able to achieve the same level of occupancy as last year, the average room rate was lower. The casino experienced an increase in table play; however, this was partially offset by a decrease in win percentage (which is related to the luck of the players and is a factor in all casino operations). The operating results of Williams Hospitality decreased from the prior fiscal year's third quarter due to lower management and incentive fees from the Condado Plaza, the El San Juan and Palmas del Mar.

The Company...

4/3,K/86 (Item 1 from file: 545)
DIALOG(R)File 545:Investext(R)
(c) 2006 Thomson Financial Networks . All rts. reserv.

09993115
Gaming: weekly Insight Update
PRUDENTIAL SECURITIES INC.
Coccimiglio, J.V.
NEW YORK (STATE OF)

DATE: October 7, 99
INVESTEXT(tm) REPORT NUMBER: 2959755, PAGE 3 OF 7, TEXT PAGE
This is a(n) INDUSTRY report.

TEXT:

As Casino Operators Expand Retail Offerings In Their Casinos , Only MGM Grand Offers Merchandise Online. MGM Grand is the only major casino operator which allows customers to buy merchandise directly from its website. Although there are a...

...a limited number of products which can be purchased by calling a toll-free number.

Casino Sites Often Offer Only Minimal Information Or Services. The Internet can be a tremendous time...

...of spending substantially more time contacting each property or working with a travel agent. However, casino websites offer only minimal information on their resorts' amenities and services. Only a handful of...

...to sign up a player online is a bonus to both the customer and the casino . The customer would save the time spent waiting in an inevitably long line at the...

...This is time which could otherwise be spent at the slots or tables in the casino .

There Is Limited Use Of Video. Very few casino operator websites offer video footage. It is very difficult to appreciate what the resorts (especially...

...think operators should work towards providing more video footage -- specifically property tours and show clips.

Casino Operators Could Offer 'Just For Fun' Gaming... We believe that casino operators could drive more traffic through their websites by offering "just for fun" gaming on...

...for a players card online, or every time a players visits the bricks and mortar casino . Players could then receive "low level" comps (e.g., discount coupons , or free buffets) based on their level of Internet play. If a customer visits the website more often, the bricks-and-mortar casino would have more opportunities to advertise. The online casino could be a marketing tool, expand the casinos ' database, and help generate customer loyalty.

...And Gaming Tutorials Online. Most casinos offer daily gaming classes which explain the games' rules, terminology and etiquette to novices. Although...

4/3,K/87 (Item 2 from file: 545)
DIALOG(R)File 545:Investext(R)
(c) 2006 Thomson Financial Networks . All rts. reserv.

09920774
Australia Entertainment/Leisure: Sector Update
CREDIT SUISSE FIRST BOSTON CORPORATION
Daw, M.
NEW YORK (STATE OF)

DATE: September 6, 99
INVESTEXT(tm) REPORT NUMBER: 2942054, PAGE 1 OF 5, TEXT PAGE
This is a(n) INDUSTRY report.

TEXT:

...7944, Hong
Kong +852.2533.5588 for Price and Availability: Possible Development
Sites|

With a casino in Hong Kong will the Asian high roller still come
to Australia?

Australia is on the list of desirable locations for high roller
players for the following reasons:

- * Australian casinos offer a sufficient level of player
incentives
(commissions) and benefits

- * Bet limits are high - with table differentials of \$200,000 to
\$300,000 and per hand...

4/3,K/88 (Item 3 from file: 545)
DIALOG(R)File 545:Investext(R)
(c) 2006 Thomson Financial Networks . All rts. reserv.

09720933
Harrah'S Entertainment
PRUDENTIAL SECURITIES INC.
Coccimiglio, J.V.
NEW YORK (STATE OF)

DATE: July 19, 99
INVESTEXT(tm) REPORT NUMBER: 2900319, PAGE 1 OF 40, TEXT/TABLE PAGE
This is a(n) COMPANY report.

TEXT:

...Research Direct.

HET; One Company, Three Brands--A Winning Formula?

Harrah's Entertainment is a casino operating company with a
geographically diverse portfolio of 15 owned casino /hotel properties in
12 domestic markets. The company also manages three Indian gaming
facilities and one casino in Australia.

Harrah's Has Assembled A Geographically Diverse Portfolio with
Three Well-Recognized Brands -- Harrah's, Rio, And Showboat. Harrah's
presence in nearly all major domestic casino gaming markets insulates

Ginger R. DeMille

the company from adverse regional economic trends. This geographic diversity enables Harrah...

...Its Total Gold Customer Appreciation Program. Harrah's created its "Total Gold" program as an incentive for customers to play more frequently at Harrah's casinos, in their local market and when they travel. The program rewards customer play with points and other comps that can be redeemed for complimentary rooms, meals, or shows at any Harrah's casino. Total Gold enables players to convert points and customize "comps" at kiosks located in the casinos.

New Competitive Supply In Las Vegas And Atlantic City Will Test Harrah's Same-Store...

...on the Las Vegas Strip have driven visitor growth, but have also increased the competitive level of gaming entertainment in Las Vegas. New casinos are also being planned for Atlantic City...

4/3,K/89 (Item 4 from file: 545)
DIALOG(R)File 545:Investext(R)
(c) 2006 Thomson Financial Networks . All rts. reserv.

09406558
Australia Gaming: GST On Commission Play
MACQUARIE EQUITIES LIMITED
Owen, J.
AUSTRALIA

DATE: April 30, 99
INVESTEXT(tm) REPORT NUMBER: 2848540, PAGE 1 OF 3, TEXT PAGE
This is a(n) INDUSTRY report.

TEXT:

...369 7860 for Price and
Availability: SCY Stock Price Chart 1998-99|

GST ON COMMISSION PLAY

NO IMPACT ON CASINO OUTGOINGS

Event

* Inaccurate media reports claim Australian casinos have been given GST exemptions on international play, granting a windfall gain to casinos.

Impact

* The real GST status of international play remains unchanged, with a 10% GST to be levied on international revenues. What has been clarified at the Federal level is that junket operators do not have to levy a 10% GST on the services they provide to Australian casinos.

* Margins on international play at casinos will remain unchanged.

* The exemption simply clarifies the status of junket operators as nonresident service...

...are no earnings
implications for SCY, JUP, BIR and CRO.

Analysis

* Media reports claim that **casinos** have been granted exemptions over payments to commission operators for sourcing international gamblers to the **casinos** .

* Contrary to media reports-this does not provide a windfall gain to **casinos** . If a GST were added to operator commissions, it would be deductible by a **casino** from the ultimate GST levied on **casino** revenues, as a rebate of GST paid on the input to the ultimate service provision...

...operators and high rollers.

* This would effectively halve the GST payable on international business at **casinos** -granting a windfall gain to **casinos** . This is not the case.

The Real Deal

* The actual proposal seeks to ensure that junket operators-who provide a service to **casinos** by bringing players to the venue-are exempt from the requirement to register as a...

...have to have a 10% GST applied to it, however would be eligible for a rebate by the **casino** in calculating the ultimate GST on gambling services provided.

4/3,K/90 (Item 5 from file: 545)
DIALOG(R)File 545:Investext(R)
(C) 2006 Thomson Financial Networks . All rts. reserv.

06931508
High-End Gambling (Baccarat) Market Share - Industry Report
BANKERS TRUST RESEARCH
Farley, R.M., et al
NEW YORK (STATE OF)

DATE: March 10, 97
INVESTEXT(tm) REPORT NUMBER: 1872272, PAGE 7 OF 30, TEXT PAGE
This is a(n) INDUSTRY report.

TEXT:

...is expected to settle up what he or she owes before the next trip. A **casino** may offer players a discount off his or her losses, between 5-20%. Many **casinos** , particularly in Australia, share information about players, such as bad credit, since it is mutually beneficial for them.

The rebated commission is a powerful incentive tool as **casinos** compete for the world's baccarat pie. However, as **casinos** push commissions higher in order to be more competitive, the result could be detrimental to...

...consequences than the bussing wars in Atlantic City. The higher the commission, the greater a risk the **casino** takes. In other words, if the house advantage in baccarat is 1.24% and the...

...changes the house odds.

overall, the factors that draw junket business are quality of

service, level of incentives (including airfare), betting limits, discounts on losses, and convenience of travel.

Who Competes for Baccarat...

...Australia as well. Total annual high roller revenues could be \$3 billion a year at casinos around the world, although the exact figure is difficult to quantify. To put that in...

...the Las Vegas Strip combined. So the question is, how does the world's premium play get divided?

Graphical Material Omitted - Call Boston (617) 345-2704, U.S. (800) 662-7878...

4/3,K/91 (Item 6 from file: 545)
DIALOG(R)File 545:Investext(R)
(c) 2006 Thomson Financial Networks . All rts. reserv.

05304068
Station Casinos - Company Report
SMITH BARNEY
Ader, J., et al
NEW YORK (STATE OF)

DATE: May 26, 95
INVESTEXT(tm) REPORT NUMBER: 1600579, PAGE 5 OF 27, TEXT/TABLE PAGE
This is a(n) COMPANY report.

TEXT:

...station theme, and includes a 1,028-room hotel, an approximately 84,000-square-foot casino, two swimming pools, 3,700 parking spaces (including 1,900 spaces in two multi-level parking structures), an approximately 20,000-square-foot banquet and convention center, five full-service restaurants, two fast-food outlets, a 24-hour gift shop and a nongaming video arcade. The casino offers approximately 2,060 slot machines, 58 gaming tables, two keno lounges, a bingo parlor...

...itself as the local favorite. The customers favor the company's local-oriented hotel and casino as an alternative to attractions located on the busy Las Vegas Strip and in downtown Las Vegas. The operating strategy places a special emphasis on slot machine play by providing players with payout rates that are higher than the Las Vegas Strip average...

4/3,K/92 (Item 7 from file: 545)
DIALOG(R)File 545:Investext(R)
(c) 2006 Thomson Financial Networks . All rts. reserv.

05010866
Gaming Weekly - Industry Report
C. J. LAWRENCE/DEUTSCHE BANK SECURITIES CORPORATION
Murren, J.J., et al
NEW YORK (STATE OF)

DATE: March 2, 95
INVESTEXT(tm) REPORT NUMBER: 1569560, PAGE 1 OF 10, TEXT PAGE
This is a(n) INDUSTRY report.

TEXT:

...be no more than 1,000 feet from the riverbank. PRI's plant requires the casino to be

1,576 feet from the river; therefore, PRI must either get a waiver...

...across from the 500-year levee. An 80 foot ramp will connect it to the casino .

Station Casinos : The permanent facility is highly visible from the bridge. It has 2,700-2,800 parking spaces. The new barge is superior. The first level has food like a typical STCI casino - TCBY, Burger King, a deli, "Anchor Bar," a night club, gift shop and VIP services. Escalators and elevators go to the second floor casino - 30,000 square feet with 800 slot machines and 40 tables. The casino is wide, open and very well done, with huge chandeliers and gold and white ceilings...

...hold only simulated
cruises from Sept. to March).

The boat has three decks: the first level has slot machines and tables, the second floor only has slots, and the third level has slots and tables. The third level does not get much play unless it is a peak period because passengers board on the first level and may...

4/3,K/93 (Item 8 from file: 545)
DIALOG(R)File 545:Investext(R)
(c) 2006 Thomson Financial Networks . All rts. reserv.

04984250
Gaming Monthly - Industry Report
BEAR, STEARNS & CO., INC.
Buckley, J.T., et al
NEW YORK (STATE OF)

DATE: February 24, 95
INVESTEXT(tm) REPORT NUMBER: 1564277, PAGE 4 OF 14, TEXT/TABLE PAGE
This is a(n) INDUSTRY report.

TEXT:

...Vegas,
however. The 20% increase in visitors included novices, who spent less time and money gambling , perhaps visiting theme parks, pirate shows, or motion-simulator theaters. Per capita gaming was down...

...decline in per capita gaming, but excluding baccarat, the traditional game of the high-roller gambler , per capita gaming was off 5.6%. Las Vegas operators adjusted to the lower per capita gaming by raising hotel room rates. For established gamblers, the formula - inexpensive or free rooms and food - to create gambling revenues is unchanged. For the casual gambler /tourist, however, higher room rates are here to stay.

The influence of strong baccarat revenue...

...1994 on the per capita
gaming statistics raises concerns about 1994/1995 comparisons, because the level of baccarat play is subject to wide swings based on the visitation frequency of a relatively small number...

4/3,K/94 (Item 9 from file: 545)
DIALOG(R)File 545:Investext(R)
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04372884
Casino Data Systems, Inc. - Company Report

KEMPER SECURITIES GROUP, INC.
Dukesherer, K.J.
ILLINOIS (STATE OF)

DATE: April 18, 94
INVESTEXT(tm) REPORT NUMBER: 1449569, PAGE 3 OF 16, TEXT PAGE
This is a(n) COMPANY report.

TEXT:

...in these customers in a cost-effective manner. Player tracking is intended to give these casinos a marketing edge. Oasis II's player-tracking feature, which utilizes magnetic strip player cards (issued by the casino) and card readers (installed at each slot machine), is also performed in real-time. The concept behind player tracking, initially, was to validate the amount of play of carded customers. Oasis II's analytical software can also estimate and verify the expected win for the casino on the basis of carded players' time and level of play at particular slot machines. This information is used by the casino to award premiums or other incentives to certain players, with the goal of keeping them in the casino longer and/or increasing the chances of return visits. Oasis II's database functions store personal information on the player, play preferences, play history and player ratings. Database information can be used to create custom mailing lists for...

4/3,K/95 (Item 10 from file: 545)
DIALOG(R)File 545:Investext(R)
(c) 2006 Thomson Financial Networks . All rts. reserv.

00370205
Golden Nugget - Company Report
ADVEST, INC.
Nichol, L.H.
CONNECTICUT

DATE: June 10, 87
INVESTEXT(tm) REPORT NUMBER: 710389, PAGE 2 OF 5, TEXT PAGE
This is a(n) COMPANY report.

TEXT:

...owns a DC-9 jet airplane which is primarily used for marketing, including transporting high-level wagers into Las Vegas.

LAS VEGAS EXPANSION

In past years Golden Nugget's Las Vegas Casino /hotel operation was inhibited by the small number of hotel rooms it had available to...

...income patrons. Therefore, in 1985 the Company commenced a major expansion of their hotel and casino that is now substantially completed. This important expansion has cost about \$95 million, excluding land...

...rooms, four hospitality suites, a second lobby, a coffee shop with 440 seats, a new gift shop and 12,000 additional square feet of meeting space. Also, parking space was more...

...program will enable Golden Nugget to significantly increase gaming traffic.

The expansion program also increased casino floor space by 9,500 square feet to new total 36,500 square feet. The...

...tables, two baccarat tables, one big six wheel, keno and approximately 875 slot machines. Credit play represented 32% of table games volume in 1986. Casino operations are conducted 24 hours a...

4/3,K/96 (Item 11 from file: 545)
DIALOG(R)File 545:Investext(R)
(c) 2006 Thomson Financial Networks . All rts. reserv.

00127715
Industry Report - Gaming & Lodging
DONALDSON, LUFKIN & JENRETTE SECURITIES CORP.
Manson, M., et al
NEW YORK

DATE: September 1, 84
INVESTEXT(tm) REPORT NUMBER: 410055, PAGE 12 OF 26, TEXT PAGE
This is a(n) INDUSTRY report.

TEXT:

...credit for
\$100,000, plays for five minutes, cashes in his chips, moves to another casino and takes another \$100,000 in credit, drop is figured to be \$200,000 even though that figure is misleading as a measurement of play . Although total credit play in Atlantic City does not seem to have increased, the way it is used may have changed for at least two reasons. First, there are more casinos competing for high roller play , so high rollers may be moving from casino to casino more often. We expect competition for high rollers to continue to be intense, and as more casinos open, there may be even more moving about. Second, complimentary, including free meals and rooms that are given to premium players, are doled out according to how much a player gambles. One measurement used by the casinos is the amount of credit requested. Some operators state that some players may be seeking to increase their level of complimentary by taking out credit they do not intend to use. Operators are becoming...

4/3,K/97 (Item 1 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

06231959
Australia gambles on young high-rollers
AUSTRALIA: CASINOS TARGET YOUNG ASIAN
Travel News Asia (XCU) 2-15 Oct 1995 P.1
Language: ENGLISH

Adelaide Casino of Australia has launched a new commission programme, offering to agents for bringing in players. The new commission system will be based on the amount of deposit and the level of play or turnover at the tables. The agents introducing the player will be entitle to 0.2% of the turnover, while 0.4% of the turnover will be rebated . At the same time, a bonus of US\$ 15,000 will be given to an...

... programme was launched in Jakarta, mainly aimed to bring in affluent young Asians to Australian casinos .

4/3,K/98 (Item 1 from file: 624)
DIALOG(R)File 624:McGraw-Hill Publications
(c) 2006 McGraw-Hill Co. Inc. All rts. reserv.

0108100

European enrichers say they are hurt By Soviet/Chinese aggressiveness

Nuclear Fuel, Vol. 14, No. 1, Pg 5

January 9, 1989

JOURNAL CODE: NUF

SECTION HEADING: NuclearFuel Survey ISSN: 0149-3574

WORD COUNT: 2,261

TEXT:

... meeting, Cogema vice president for sales and marketing, Jean-Pierre Rougeau, related a story of "gambling SWUs," which went as follows:

"The prologue of the story shows a famous resale of...

... The combination of cancellation fee and market pressure resulted in a price far below the incentive level prevailing at the time.

"Now the play, involving brokers and Soviet vendors, starts. The synopsis is rather simple: Someone flies to Moscow...

4/3,K/99 (Item 1 from file: 633)

DIALOG(R)File 633:Phil.Inquirer

(c) 2006 Philadelphia Newspapers Inc. All rts. reserv.

03065377

CAESARS TO CLOSE FOR DAY SHUTDOWN IS 1ST ORDERED BY STATE

PHILADELPHIA INQUIRER (PI) - FRIDAY November 29, 1985

By: George Anastasia, Inquirer Staff Writer

Edition: FINAL Section: LOCAL Page: B01

Word Count: 738

... insisted that they had no idea Molony was gambling with stolen funds. But New Jersey gambling regulators and officials with the Canadian Imperial Bank of Commerce contend the casino should have questioned how a relatively low-level bank employee was able to gamble for such high stakes.

Molony, who bet as much as \$75,000 on one hand of baccarat or one roll of the dice, regularly was accorded the status of a high roller by Caesars officials. He received free rooms and meals while staying at the hotel, was given gifts and was provided with Lear jet transportation from Toronto to the Atlantic City airport, where a limousine drove him to Caesars.

Molony lost more than \$1 million on his last gambling trip to Caesars. He was arrested in Toronto later that same day. He was convicted...

4/3,K/100 (Item 2 from file: 633)

DIALOG(R)File 633:Phil.Inquirer

(c) 2006 Philadelphia Newspapers Inc. All rts. reserv.

02037209

PROBE SAID TO FOCUS ON ONE CAESARS OFFICIAL

PHILADELPHIA INQUIRER (PI) - WEDNESDAY July 20, 1983

By: Fen Montaigne, Inquirer Staff Writer

Edition: FINAL Section: LOCAL Page: B01

Word Count: 641

The casino gave two complimentary suites and free food and beverages to some group members, according to state investigators. Caesars issued a statement yesterday saying that allegations it had improperly provided the free services were "categorically false."

Peter G. Boynton, the president of Caesars, said the six were given free suites because "their level of play qualified them for the complimentary privileges at Caesars." He said the casino had no knowledge that the group was "undesirable or engaged in any illegal activity at..."

... of Gaming Enforcement and the state Attorney General's Office are looking closely at one casino executive who reportedly authorized the free services. One state law enforcement source, who asked not to be identified, said investigators wanted to determine whether the casino executive knew that Augustine Ferrone, the alleged leader of the bookmaking operation, had ties to organized crime.

State investigators also are trying to discover if the casino executive knew that Ferrone was operating a bookmaking operation out of the hotel.

Ferrone, 56...

4/3,K/101 (Item 1 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
(c) 2006 ProQuest Info&Learning. All rts. reserv.

2067336 53593311
Harrah's starts flying 'em in
Brannon, Keith
New Orleans cityBusiness v20n45 p1
May 1, 2000
WORD COUNT: 745
DATELINE: New Orleans Louisiana

TEXT:

...The trips are designed to increase both the numbers of gamblers and the volume of play, says Harrah's General Manager Pat Dennehy. "We are in the business of making money..."

...in its Total Rewards program, a customer loyalty program that rewards patrons based on their level of play. Some get a free ride to the city, while others get a subsidized fare, based on a complicated system Harrah...

...t say how they determine who is invited and which gamblers are entitled to a free ride. But those who spend freely and play the longest get the most, gambling analysts say.

"(The) certain events and special treatment you get depends on what tier you..."

...program in New Orleans. The delay was due partly to the time it took to bid out a contract with an airline and schedule flights with junket coordinators across the country...

4/3,K/102 (Item 2 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
(c) 2006 ProQuest Info&Learning. All rts. reserv.

0715519 96-73956
Bradford S. Smith talks about regulating gaming in Atlantic City

Anonymous

BUSINESS News New Jersey (New Brunswick, NJ, US), V9 N12 p23

PUBL DATE: 960612

WORD COUNT: 1,147

DATELINE: Atlantic City, NJ, US, Middle Atlantic

TEXT:

...the only spot in America where people could legally gamble. In June 1977, though, legalized gambling came to Atlantic City. Along with gambling came regulatory bodies like the Casino Control Commission. Designed to ensure the integrity of the \$3.7 billion-a-year industry...

...for five year terms. Bradford S. Smith is the Commission chairman.

BUSINESS News: Does the casino industry have a high level of customer service? Smith: This is an unusual business from the perspective that the business...

...time they have to do it in a way that makes their customers happy. The casinos do that in a lot of different ways, through complementary systems, whether it be a free meal, a room or cash complementaries based on the level of play. It's all based on the level of play. You can have complementaries that get up over \$1 million, depending on the play of the individual. There are people who come in and gamble millions of dollars in a single weekend.

BUSINESS News: What were the principles behind state regulation of the casino industry? Smith: We started out with a very strict system. At the time gambling started...

4/3,K/103 (Item 3 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

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0601899 95-58110

One year after megaresort fever, mid-level casinos still surviving

Cohen, Aaron D

Las Vegas Business Press (Las Vegas, NV, US), V12 N18 s1 p1

PUBL DATE: 950508

WORD COUNT: 1,526

DATELINE: Las Vegas, NV, US

TEXT:

...To lure tourists in from the street, the Aladdin has people on the sidewalk distributing coupons to the crowds.

Inside, the casino offers a free dice game where tourists can win prizes ranging from free food to cash.

About 2,000 people a day play the dice game, and more tourists than expected have rolled snake-eyes three times in a row to win the grand prize of getting to play every gambling machine in the casino one time for free, says Guth.

Other mid-level hotels are trying a variety of things to do battle with pirates and the Wizard...

4/3,K/104 (Item 4 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(C) 2006 ProQuest Info&Learning. All rts. reserv.

0582728 95-38684

Gaming's future: A cashless casino?

Moore, Thomas
Las Vegas Business Press (Las Vegas, NV, US), V12 N10 s1 p3
PUBL DATE: 950313
WORD COUNT: 424
DATELINE: Las Vegas, NV, US

TEXT:

Future casinos may not feature aliens and bizarre blue drinks a la Star Wars, but the Nintendo...

...home in them.

What regulators and industry suppliers alike see as a possibility are cashless casinos.

The idea is to provide gamblers with a card, similar to an automated bank teller...
...games as well as table games.

The cards would replace the tokens now issued by casinos. Gamblers would put cash into a machine, receive the card and then insert the card...

...or bank accounts.

Mikohn Gaming Corp. is developing a system based on this concept called CasinoLink. It enables the casino to see exactly who is playing what game at what rate. The system even matches...

...identify the proper owner of the card if it is stolen.

In the future, the casino could hook everything up to the system so they would know what souvenirs the guest buys from the gift shop, what restaurants they eat at and whether or not they used room service.

But...

...technology will also, to a greater degree than it already has, change the way people play.

One example already used is progressive slots. Because many slots are connected, gamblers have a shot at winning large payouts.

Casino Data System spokesman Mark Lipparelli said the possibilities are much greater. He said progressives could be alienated with tournaments so players who reached a certain level of play would be bumped up into a smaller group. In that group, one person would be...

4/3,K/105 (Item 5 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
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0535251 94-90165
Argosy Company opens new Belle of Sioux City Casino
Marshal, G Dan
PR Newswire (New York, NY, US) s1 p1
PUBL DATE: 941004
WORD COUNT: 610
DATELINE: Alton, IL, US

TEXT:

...70% general partner and SCRC the 30% limited partner. Further, the Company would manage the casino operations for a fee of 4.5% of adjusted gross receipts under the terms of the partnership agreement.

The casino site is located on the Larsen Riverfront Park in downtown Sioux City, Iowa on the...

...from the surrounding suburbs located in both Nebraska and Iowa.

The Belle of Sioux City casino, formally the Argosy V ship (original Par-A-Dice vessel), provides approximately 12,500 square...
...roulette tables providing a total of 791 gaming positions. The 34,000 square feet, three-level sternwheeler riverboat accommodates 1,200 passengers and crew.

In addition to the riverboat casino, the facility also provides a ticketing area, free surface parking, valet parking, gift shop and a redemption center. Restaurant, bar and deli facilities are located on the third...

...adopt the revised Iowa gaming law. The revised law allows for the operation of riverboat casinos under significantly less restrictive conditions than previously allowed including cruise requirements, the removal of bet limits, loss limits and gaming to non-gaming square footage requirements.

"Argosy Gaming Company and...

4/3,K/106 (Item 1 from file: 647)
DIALOG(R)File 647:CMP Computer Fulltext
(c) 2006 CMP Media, LLC. All rts. reserv.

00569988 CMP ACCESSION NUMBER: CWK19901022S1741
GTE/Contel Merger Debated - Analyst calls deal a steal for GTE
CANDEE WILDE
COMMUNICATIONSWEEK, 1990, n 323, 24
PUBLICATION DATE: 901022
JOURNAL CODE: CWK LANGUAGE: English
RECORD TYPE: Fulltext
SECTION HEADING: PUBLIC NETWORKING PLUS
WORD COUNT: 784

... Robert Wilkes, of Brown Brothers Harriman Inc., New York, agreed. He also said GTE is gambling on further deregulation of local telephone service and deeper penetration of cellular service.

"I think the merger is a major bet on incentivized regulation and a bet on cellular," Wilkes said. Contel earns a higher rate of return on its telephone operations than does GTE, and there is some risk that regulators will trim the allowable level after the merger. Conversely, if incentive regulation continues to make inroads as it has in recent months, the new GTE could...

4/3,K/107 (Item 1 from file: 648)
DIALOG(R)File 648:TV and Radio Transcripts
(c) 2006 FDCH Inc. All rts. reserv.

01062604 2000111501cb.120 (USE FORMAT 7 FOR FULLTEXT)
Philip G. Satre, Chairman, President, Chief Executive Officer, Harrah's Entertainment Inc.- Interview
John O'Hanlon
WALL STREET CORPORATE REPORTER
November 15, 2000 TIME(S): 00:00:00; 00:00:00
DOCUMENT TYPE: INTERVIEW RECORD TYPE: FULLTEXT LANGUAGE:
ENGLISH
SECTION HEADING: Business
WORD COUNT: 2616

Ginger R. DeMille

... By being able to check Total Rewards points on the website, customers have a new incentive to move from the gold level to the platinum or diamond level. The benefits of moving to the next level will be clear. If they are thinking about making a trip to a casino, we think the value of moving from one level to the next will give them the incentive to head for one of our properties, rather than a competitor. That will increase the handle of the play at our properties. We know that 60% of our current customers use the Internet for purchases and travel plans. We have a good level of comfort that the customers will use our website as a means of increasing their...
...they are drawn to, such as a slot tournament. Many of our customers like to play in the slot tournaments. We have a 'Millionaire Maker' and 'Total Rewards Giveaway' program. You...
?